

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 11, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	31.1	25,350
2	CAGNEY AND LACEY(S)	26.3	21,430
3	DALLAS	25.9	21,110
4	THREE'S COMPANY	24.9	20,290
5	DUKES OF HAZZARD	24.3	19,800
6	JEFFERSONS	23.5	19,150
7	HART TO HART	23.4	19,070
8	HAPPY DAYS	23.2	18,910
9	NFL MONDAY NIGHT FOOTBALL	22.6	18,420
10	TRAPPER JOHN, M.D.	22.5	18,340
11	60 MINUTES	22.4	18,260
12	ALICE	22.3	18,170
12	ONE DAY AT A TIME#	22.3	18,170
14	M*A*S*H#	22.1	18,010
15	WKRP IN CINCINNATI#	21.8	17,770
16	MR. MERLIN#	21.7	17,690
17	LOVE BOAT	20.8	16,950

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	21.8	46,970
2	DUKES OF HAZZARD	17.8	38,360
3	HAPPY DAYS	17.6	37,940
4	THREE'S COMPANY	16.8	36,250
5	DALLAS	16.7	36,040
6	CAGNEY AND LACEY(S)	16.1	34,640
7	WKRP IN CINCINNATI#	15.6	33,580
8	MR. MERLIN#	15.2	32,840
9	LOVE BOAT	15.2	32,790
10	JEFFERSONS	15.0	32,240
11	ONE DAY AT A TIME#	14.9	32,140
12	ALICE	14.8	31,980
13	60 MINUTES	14.4	31,100
14	CHIPS	14.4	30,950
15	HART TO HART	14.3	30,900
16	INCREDIBLE HULK	13.9	29,890
17	WALT DISNEY	13.8	29,800

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	25.5	21,600
2	DALLAS	21.5	18,210
3	CAGNEY AND LACEY(S)	20.6	17,430
4	THREE'S COMPANY	19.5	16,510
5	JEFFERSONS	19.3	16,350
6	TRAPPER JOHN, M.D.	18.8	15,960
7	ONE DAY AT A TIME#	18.3	15,530
8	LOVE BOAT	18.2	15,460
9	ALICE	18.0	15,290
10	MIRACLE OF KATHY MILLER(S)	18.0	15,270
11	HART TO HART	17.9	15,130
12	HAPPY DAYS	17.4	14,750
13	DUKES OF HAZZARD	17.3	14,680
14	60 MINUTES	17.0	14,390
15	LITTLE HOUSE-PRAIRIE#	16.6	14,060
16	MR. MERLIN#	16.3	13,850
17	WKRP IN CINCINNATI#	16.2	13,750
18	M*A*S*H#	16.1	13,680

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	23.3	17,730
2	NFL MONDAY NIGHT FOOTBALL	22.8	17,340
3	60 MINUTES	17.1	13,000
4	AMER. LGE DIV SERIES GM 7(S)	16.8	12,770
5	CAGNEY AND LACEY(S)	16.7	12,690
6	DATA NOT AVAILABLE		
7	DATA NOT AVAILABLE		
8	DALLAS	15.6	11,840
9	WKRP IN CINCINNATI#	15.2	11,600
10	JEFFERSONS	14.3	10,900
11	THAT'S INCREDIBLE	14.3	10,850
12	ONE DAY AT A TIME#	14.2	10,820
13	NBC MOVIE OF THE WEEK-SUN	13.7	10,410
14	ALICE	13.6	10,390
14	STUNTMEN(S)	13.6	10,390
16	TRAPPER JOHN, M.D.	13.6	10,360
17	GUINNESS BK-WORLD RECORDS(S)	13.5	10,260
18	THREE'S COMPANY	13.4	10,220
19	MR. MERLIN#	13.1	9,970
20	REAL PEOPLE	13.1	9,940

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 11, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	27.5	14,610
2	THREE'S COMPANY	21.2	11,270
3	HAPPY DAYS	20.1	10,660
4	DALLAS	19.5	10,360
5	HART TO HART	19.3	10,260
6	MIRACLE OF KATHY MILLER(S)	18.6	9,880
7	CAGNEY AND LACEY(S)	18.0	9,580
8	WKRP IN CINCINNATI#	17.7	9,400
9	JEFFERSONS	17.5	9,280
10	LOVE BOAT	17.0	9,030
11	MR. MERLIN#	17.0	9,020
12	TRAPPER JOHN, M.D.	16.9	9,000
13	ONE DAY AT A TIME#	16.7	8,900
14	DUKES OF HAZZARD	16.1	8,570
15	ALICE	15.7	8,360
16	LAVERNE & SHIRLEY#	15.0	7,980
17	GREATEST AMERICAN HERO#	14.4	7,680
17	M*A*S*H#	14.4	7,680

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.0	6,990
2	CAGNEY AND LACEY(S)	24.0	6,200
3	MAGNUM, P.I.	23.7	6,130
4	DALLAS	23.6	6,110
5	TRAPPER JOHN, M.D.	23.1	5,980
6	JEFFERSONS	22.7	5,880
7	ALICE	22.7	5,870
8	ARCHIE BUNKER'S PLACE	22.6	5,850
9	ONE DAY AT A TIME#	21.5	5,550
10	LOVE BOAT	21.3	5,520
11	LITTLE HOUSE-PRAIRIE#	21.1	5,460
12	REAL PEOPLE	20.6	5,330
13	BARBARA MANDRELL#	19.5	5,040
13	COWARD OF THE COUNTY(S)	19.5	5,040
15	NURSE#	19.1	4,930
16	DUKES OF HAZZARD	18.6	4,800
17	M*A*S*H#	18.2	4,710

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	24.3	12,400
2	NFL MONDAY NIGHT FOOTBALL	22.6	11,520
3	WKRP IN CINCINNATI#	17.1	8,710
4	DATA NOT AVAILABLE		
5	AMER. LGE DIV SERIES GM 7(S)	15.7	8,000
6	DATA NOT AVAILABLE		
7	NBC MOVIE OF THE WEEK-SUN	14.8	7,550
8	STUNTMEN(S)	14.6	7,430
9	DALLAS	14.5	7,400
10	MR. MERLIN#	14.4	7,330
11	CAGNEY AND LACEY(S)	14.0	7,160
12	HAPPY DAYS	13.9	7,110
13	HART TO HART	13.9	7,080
14	THAT'S INCREDIBLE	13.8	7,020
15	THREE'S COMPANY	13.7	6,990
16	CHIPS	13.1	6,660
16	60 MINUTES	13.1	6,660
18	ONE DAY AT A TIME#	12.9	6,560
19	CBS SAT. NIGHT MOVIE	12.3	6,270

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.5	5,460
2	NFL MONDAY NIGHT FOOTBALL	23.5	4,660
3	JEFFERSONS	21.3	4,230
4	ALICE	21.0	4,170
5	MAGNUM, P.I.	21.0	4,160
6	CAGNEY AND LACEY(S)	20.8	4,130
6	REAL PEOPLE	20.8	4,130
8	COWARD OF THE COUNTY(S)	20.3	4,030
9	ARCHIE BUNKER'S PLACE	20.3	4,020
10	ONE DAY AT A TIME#	19.2	3,800
11	NAT'L LEAGUE-PLAYOFF-TUE(S)	18.9	3,740
11	TRAPPER JOHN, M.D.	18.9	3,740
13	NAT'L LEAGUE-PLAYOFF-SAT(S)	18.7	3,710
14	DATA NOT AVAILABLE		
15	AMER. LGE DIV SERIES GM 3(S)	18.2	3,610
16	BARBARA MANDRELL#	17.9	3,540
16	HIGH NOON PART TWO(S)	17.9	3,540
18	DALLAS	17.8	3,530
19	AMER. LGE DIV SERIES GM 7(S)	17.7	3,510
20	AMER. LGE DIV SERIES GM 5(S)	17.6	3,490
20	DATA NOT AVAILABLE		
22	DUKES OF HAZZARD	17.1	3,390
23	AMER. LGE DIV SERIES GM 6(S)	15.9	3,160
24	DATA NOT AVAILABLE		

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	LOVE BOAT	15.7	3,120
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NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (C.000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-25		35-64	55+	TOTAL	18-34	MEN 18-25		35-64	55+	TOTAL FEM.	TOTAL 6-11								
•EVENING																																			
ABC NEWS CLOSEUP(S)												198	A	8.9	15	725	1469	538	254	556	222	338	371	253	152	852	361	564	595	447	188	32	LT	29	13
2 SUN. 10.08P 60 ABC DN												99	A	9.8	15	799	1521	513	206	524	206	350	390	254	120	915	330	544	627	517	220	23	LT	59	30
10.00 - 10.30													A	8.2	14	668	1437	510	278	529	205	288	323	237	165	866	397	611	597	431	178	42	LT	LT	LT
10.30 - 11.00													A	17.6	29	1434	1706	683	292	751	307	474	409	326	226	601	232	370	354	275	179	133	67	221	150
ABC NEWSBRIEF-M-F												186	B	17.6	29	1434	1706	683	292	751	307	474	409	326	226	601	232	370	354	275	179	133	67	221	150
1 M & W 8.58P 1 ABC N												96	A	17.6	29	1434	1706	683	292	751	307	474	409	326	226	601	232	370	354	275	179	133	67	221	150
1 TUE. 10.03P 1													B	17.6	29	1434	1706	683	292	751	307	474	409	326	226	601	232	370	354	275	179	133	67	221	150
1 THU. 9.55P 1																																			
1 FRI. 8.57P 2																																			
2 MON. 8.58P 1																																			
2 TU&TH 9.58P 1																																			
2 WED. 8.18P 1																																			
2 FRI. 8.26P 1																																			
ABC NEWSBRIEF-SAT.												2	A	19.8	34	1614	1940	808	374	916	357	553	458	375	306	569	216	361	299	244	188	184	132	271	217
SAT. 9.58P 1 ABC N												98	B	19.8	34	1614	1940	808	374	916	357	553	458	375	306	569	216	361	299	244	188	184	132	271	217
ABC NEWSBRIEF-SUN.												2	A	14.6	22	1190	1635	665	249	685	257	431	432	323	186	801	234	449	534	477	249	76	17	73	45
1 SUN. 9.57P 1 ABC N												98	B	14.6	22	1190	1635	665	249	685	257	431	432	323	186	801	234	449	534	477	249	76	17	73	45
2 SUN. 10.05P 2																																			
ABC SPORTS UPDATE-SAT												2	A	18.8	32	1532	1920	787	390	910	392	540	407	315	321	517	204	323	261	199	177	181	131	312	255
1 SAT. 8.58P 2 ABC N												98	B	18.8	32	1532	1920	787	390	910	392	540	407	315	321	517	204	323	261	199	177	181	131	312	255
2 SAT. 8.58P 1																																			
ABC SPORTS UPDATE-SUN												2	A	13.4	22	1092	1965	622	281	686	263	465	421	305	169	804	329	517	494	389	188	214	97	261	188
1 SUN. 7.57P 2 ABC N												99	B	13.4	22	1092	1965	622	281	686	263	465	421	305	169	804	329	517	494	389	188	214	97	261	188
2 SUN. 8.31P 1																																			
ABC SUNDAY NIGHT MOVIE												46	A	15.5	24	1263	1667	908	345	951	273	490	495	490	351	584	150	295	295	349	220	76	36	56	43
1 SUN. 9.00P 120 ABC FF												99	B	17.4	28	1418																			
9.00 - 9.30													A	15.3	23	1247	1822	919	369	971	295	516	508	490	341	640	195	337	311	374	232	97	46	114	87
9.30 - 10.00													A	15.6	23	1271	1703	912	352	959	283	499	484	479	354	603	167	300	286	348	243	97	46	44	27
10.00 - 10.30													A	15.8	25	1288	1590	906	331	950	269	484	490	488	360	544	122	276	291	328	206	62	32	34	30
10.30 - 11.00													A	15.2	26	1239	1555	897	326	928	247	466	498	504	350	551	116	271	295	345	204	47	38	29	29
ABC WORLD NEWS TONIGHT												9	A	11.5	22	937	1481	678	210	704	172	330	326	355	314	617	168	288	280	316	263	64	30	96	56
1 M-F 6.30P 30 ABC N												99	B	11.5	22	937	1481	678	210	704	172	330	326	355	314	617	168	288	280	316	263	64	30	96	56
2 MTUTHF 6.30P 30																																			
ABC WORLD NEWS-WED(B)												63	A	4.0	7	326	1684	543	283	565	189	309	306	320	213	777	231	415	515	403	199	139	LT	203	74
2 WED. 7.03P 27 ABC N												48																							
ABC WRLD NEWS TONIGHT-SUN												2	A	6.4	13	522	1500	769	197	788	110	318	344	366	402	636	198	276	311	275	253	49	24	27	19
SUN. 6.30P 30 ABC N												84	B	6.4	13	522	1500	769	197	788	110	318	344	366	402	636	198	276	311	275	253	49	24	27	19
ALICE												2	A	22.3	33	1817	1760	747	294	841	281	459	392	370	324	572	194	326	285	248	229	122	64	225	156
1 SUN. 9.00P 30 CBS CS												99	B	22.3	33	1817	1760	747	294	841	281	459	392	370	324	572	194	326	285	248	229	122	64	225	156
2 SUN. 9.22P 30																																			
AMER. LGE DIV SERIES GM 3(S)												198	A	13.7	22	1117	1497	429	188	454	163	262	233	193	167	880	278	485	479	442	323	60	8	103	74
2 WED. 8.00P 185 ABC SE												99	A	11.6	19	945	1596	511	226	521	186	307	288	229	173	789	254	409	431	388	270	57	LT	229	142
8.00 - 8.30													A	12.8	20	1043	1482	418	183	437	158	240	203	175	167	830	249	426	437	412	317	70	8	145	87
8.30 - 9.00																																			
CONT'D																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																														
AMER. LGE DIV SERI-CONT'D																														
		9.00 - 9.30						A	13.7	21	1117	1526	450 225	487 177^	294 256	212^170^			925 273	522 516	477 342			61^ 16^	53^ 53^					
		9.30 - 10.00						A	13.7	21	1117	1554	430 195^	459 159^	275 250	214 160^			957 317	556 541	479 332			48^ 11^	90^ 77^					
		10.00 - 10.30						A	14.4	22	1174	1451	395 159^	422 138^	226 204	181^173^			908 299	511 486	449 342			59^ 11^	62^ 50^					
		10.30 - 11.00						A	15.6	24	1271	1397	381 146^	405 154^	232 206	163^152^			852 275	465 453	427 324			68^ 9^	72^ 55^					
AMER. LGE DIV SERIES GM 5(S)																														
	2 FRI.	8.00P	181	ABC	SE		196	A	13.1	22	1068																			
		8.00 - 8.30					99	A	11.0	21	897																			
		8.30 - 9.00						A	12.5	22	1019																			
		9.00 - 9.30						A	13.8	23	1125																			
		9.30 - 10.00						A	14.8	24	1206																			
		10.00 - 10.30						A	13.2	21	1076																			
		10.30 - 11.00						A	13.7	22	1117																			
AMER. LGE DIV SERIES GM 7(S)																														
	2 SUN.	7.00P	188	ABC	SE		197	A	16.9	27	1377	1894	602 225	646 271	437 375	250 169^			928 398	582 561	407 255			144^ 29^	176 106^					
		7.00 - 7.30					99	A	9.0	17	734	1887	712 250^	773 283^	420 402	287^294^			772 258^	396 422	353 280^			124^ 31^	218^ 75^					
		7.30 - 8.00						A	14.8	26	1206	1922	650 269	692 286	444 406	275 202			859 305	511 552	435 244			139^ 41^	232 115^					
		8.00 - 8.30						A	16.3	27	1328	1950	611 224	649 251	421 373	257 185			948 402	599 592	437 250			141^ 38^	212 142^					
		8.30 - 9.00						A	17.9	28	1459	1945	613 222	664 269	454 395	249 166			947 420	601 571	399 255			169 41^	165 118^					
		9.00 - 9.30						A	21.7	32	1769	1884	580 218	628 287	458 361	235 138			973 466	633 570	384 257			152 17^	131^ 86^					
		9.30 - 10.00						A	21.7	32	1769	1878	552 207	596 271	438 340	227 130^			976 456	638 573	396 259			141 19^	165 103^					
DATA NOT AVAILABLE																														
ARCHIE BUNKER'S PLACE																														
	1 SUN.	8.00P	60	CBS	CS		194	A	18.9	30	1540	1664	712 260	811 237	361 330	349 381			564 151	273 276	260 260			105 55^	184 133					
	2 SUN.	8.22P	30				98	B	18.9	30	1540	1664	712 260	811 237	361 330	349 381			564 151	273 276	260 260			105 55	184 133					
		8.00 - 8.30						A	17.5	29	1426	1609	692 256	816 217	336 291	343 411			512 115^	222 245	233 257			106^ 65^	175 127^					
		8.30 - 9.00						A	19.6	31	1597	1669	716 264	805 239	367 344	352 367			571 160	280 276	264 260			105 52^	188 135					
BARBARA MANDRELL																														
	1 SAT.	8.00P	60	NBC	GV		1212	A	14.9	26	1214	1786	814 181^	865 195^	372 378	416 415			709 153^	352 373	384 291			84^ 45^	128^ 78^					
		8.00 - 8.30					99	B	14.9	26	1214	1786	814 181	865 195	372 378	416 415			709 153	352 373	384 291			84 45	128 78					
		8.30 - 9.00						A	14.9	27	1214	1762	788 174^	841 182^	352 362	408 415			708 157^	351 370	386 290			88^ 48^	125^ 75^					
								A	14.9	26	1214	1800	836 187^	884 203	387 391	423 414			710 148^	353 378	383 292			79^ 42^	127^ 79^					
BENSON																														
	1 FRI.	8.00P	30	ABC	CS		41	A	15.6	28	1271	1642	746 281	793 308	460 429	347 258			386 88^	197 227	225 143^			152^ 73^	311 218					
							98	B	14.5	27	1182																			
BEST OF THE WEST																														
	THU.	8.30P	30	ABC	CS		4	A	16.6	27	1353	1895	717 319	798 345	566 486	383 180			555 255	384 348	239 137			175 103	367 214					
							202 203	B	17.5	29	1426	1826	654 280	716 305	486 420	318 186			584 270	394 358	249 157			172 97	354 231					
BOSOM BUDDIES																														
	2 THU.	9.00P	30	ABC	CS		1	A	15.6	24	1271	1736	559 273	691 351	483 389	264 154^			588 352	446 389	170^ 90^			209 113^	248 166^					
							193	B	15.6	24	1271	1736	559 273	691 351	483 389	264 154			588 352	446 389	170 90			209 113	248 166					
BOY NAMED CHARLIE BROWN(S)																														
	1 WED.	8.00P	60	CBS	EA		193	A	12.8	21	1043	1989	533 242	583 257	394 316	224^169^			479 256	373 322	179^ 70^			138^ 62^	789 463					
		8.00 - 8.30					99	A	12.6	21	1027	1990	572 245	631 245	404 312	263 209^			459 238	348 293	162^ 79^			148^ 56^	752 429					
		8.30 - 9.00						A	13.0	21	1060	1975	493 235	531 266	381 320	188^126^			494 273	397 350	193^ 59^			127^ 66^	823 495					
CAGNEY AND LACEY(S)																														
	2 THU.	9.00P	120	CBS	GD		197	A	26.3	42	2143	1616	766 308	813 257	448 438	399 289			591 160	334 343	347 192			117 60^	95^ 61^					
		9.00 - 9.30					99	A	23.9	37	1948	1652	761 298	814 220	403 412	399 333			567 133	271 297	325 223			141 65^	130 87^					
		9.30 - 10.00						A	26.5	41	2160	1668	768 312	823 254	457 447	402 297			591 145	322 332	351 204			133 67^	121 83^					
		10.00 - 10.30						A	27.7	44	2258	1602	778 324	819 279	470 452	400 268			609 184	370 366	356 177			106 58^	68^ 41^					
		10.30 - 11.00						A	27.0	46	2201	1547	756 295	796 272	453 443	391 264			598 174	364 369	357 174			92^ 52^	61^ 37^					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE % %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
																						MEN					TEENS (12-17)		CHILDREN (2-11)		
																						18- 34 49 54 64 55 +					TOTAL FEM.		TOTAL 6-11		
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																
													TOTAL		18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																		
EVENING CONT'D																																													
JEFFERSONS																			2	194	195	A	23.5	35	1915	1684	770	332	854	318	483	418	349	308	569	214	321	289	237	221	110	51^	151	106	
1 SUN. 9.30P 30 CBS CS																				99	99	B	23.5	35	1915	1684	770	332	854	318	483	418	349	308	569	214	321	289	237	221	110	51	151	106	
2 SUN. 9.52P 30																																													
KNOTS LANDING																			13	192		A	15.2	28	1239	1541	853	289	882	293	489	417	393	330	510	199	253	191	223	205	97^	74^	52^	38v	
1 THU. 10.00P 60 CBS GD																				99		B	12.9	24	1051																				
10.00 - 10.30																						A	15.3	28	1247	1515	848	274	883	297	479	405	379	337	495	186^	244	183^	217	201	84^	64^	53^	39v	
10.30 - 11.00																						A	15.1	28	1231	1560	853	303	877	290	498	429	404	320	526	211	262	198	231	209	109^	83^	48v	35v	
LAVERNE & SHIRLEY																			40	203		A	19.9	32	1622	1750	633	312	725	299	492	373	293	212	448	195	317	289	194	108^	210	121^	364	287	
1 TUE. 8.30P 30 ABC CS																				98		B	18.8	31	1532																				
LITTLE HOUSE-PRAIRIE																			1	213		A	20.4	31	1663	1689	756	262	844	307	458	387	369	327	421	146	220	201	177	167	134^	63^	290	180	
2 MON. 8.00P 60 NBC GD																				99		B	20.4	31	1663	1689	756	262	844	307	458	387	369	327	421	146	220	201	177	167	134	63	290	180	
8.00 - 8.30																						A	20.1	31	1638	1691	756	254	838	316	458	382	355	323	411	147	215	195	170	165	126^	60^	316	192	
8.30 - 9.00																						A	20.7	30	1687	1680	757	270	849	301	457	390	376	331	426	146	226	207	181	166	138^	64^	267	166	
LOU GRANT																			39	194		A	15.6	27	1271	1426	692	391	819	378	531	424	321	208	500	235	336	294	214	137^	39v	16v	68^	15v	
1 MON. 10.00P 60 CBS GD																				99		B	17.9	30	1459																				
10.00 - 10.30																						A	15.8	26	1288	1453	717	404	847	393	557	433	332	209	491	226	331	293	205	134^	40v	19v	75^	21v	
10.30 - 11.00																						A	15.3	27	1247	1399	668	379	793	368	505	416	307	207	509	244	343	291	222	141^	37v	12v	60^	8v	
LOVE BOAT SAT. 8.00P 120 ABC CS																			45	206	201	A	20.8	36	1695	1935	796	378	913	354	532	428	360	327	552	209	350	281	236	184	171	119	299	236	
																						B	20.9	37	1703																				
8.00 - 8.30																						A	17.0	30	1386	1922	777	353	909	354	498	385	332	355	550	195	333	269	238	202	152	112	311	240	
8.30 - 9.00																						A	19.5	33	1589	1923	801	388	927	375	533	416	348	338	543	202	337	263	225	193	150	106	303	242	
9.00 - 9.30																						A	23.1	39	1883	1941	794	387	904	347	543	441	371	310	546	216	359	282	231	171	191	127	300	229	
9.30 - 10.00																						A	23.5	40	1915	1948	807	382	914	345	551	460	382	308	561	216	368	302	244	175	185	125	288	231	
MAGNUM, P.I. THU. 8.00P 60 CBS PD																			5	200	195	A	19.0	32	1549	1759	739	242	805	198	334	322	357	396	623	174	291	285	322	269	138	52^	193	124	
8.00 - 8.30																						B	15.2	27	1239																				
8.30 - 9.00																						A	18.1	31	1475	1777	745	237	811	201	340	320	361	400	637	175	288	275	332	285	138	50^	191	120	
																						A	19.8	33	1614	1747	739	248	804	196	328	325	356	395	613	174	293	295	315	255	135	53^	195	127	
MANIONS OF AMERICA-PT 1(S) 1 WED. 9.00P 120 ABC GD																			201	99		A	18.5	31	1508	1551	862	330	888	310	508	520	422	300	564	217	333	317	277	181	45^	24v	54^	38v	
9.00 - 9.30																						A	19.1	31	1557	1647	831	353	876	328	510	506	408	275	611	237	366	339	300	193	55^	32v	105^	64^	
9.30 - 10.00																						A	18.6	29	1516	1565	857	356	886	320	517	543	414	285	566	219	330	307	275	189	46^	20v	67^	46^	
10.00 - 10.30																						A	18.9	32	1540	1504	879	321	895	304	516	522	430	310	546	220	334	319	263	164	41^	22v	22v	26v	
10.30 - 11.00																						A	17.4	31	1418	1477	881	284	895	282	483	505	437	337	529	186	301	296	278	180	36v	21v	17v	17v	
MANIONS OF AMERICA-PT 2(S) 1 THU. 9.00P 120 ABC GD																			201	99		A	16.5	29	1345	1584	788	307	856	335	503	468	392	281	589	200	353	350	304	204	90^	77^	49^	41v	
9.00 - 9.30																						A	16.2	27	1320	1614	787	302	847	321	484	444	376	297	583	186	333	318	291	231	107^	96^	77^	62^	
9.30 - 10.00																						A	16.2	27	1320	1595	778	293	825	306	464	452	379	290	598	194	352	353	308	209	101^	80^	71^	57^	
10.00 - 10.30																						A	16.5	30	1345	1549	773	314	850	337	503	466	402	276	592	206	363	367	312	190	81^	69^	26v	26v	
10.30 - 11.00																						A	16.9	31	1377	1591	825	327	916	380	565	509	417	272	588	208	366	365	309	187	68^	61^	19v	19v	
MANIONS OF AMERICA-PT 3(S) 1 FRI. 9.00P 120 ABC GD																			201	99		A	15.0	26	1223	1558	813	304	903	327	505	462	439	310	497	150^	284	296	268	179^	65^	49v	93^	59^	
9.00 - 9.30																						A	14.7	25	1198	1705	839	321	930	328	524	479	462	318	525	133^	296	329	308	196^	104^	82^	146^	93^	
9.30 - 10.00																						A	15.0	25	1223	1604	800	301	905	325	502	449	445	312	512	145^	295	298	284	183^	80^	60^	107^	72^	
10.00 - 10.30																						A	15.4	28	1255	1469	803	307	890	327	506	458	428	307	478	160^	269	278	240	172^	40v	30v	61^	35v	
10.30 - 11.00																						A	14.8	27	1206	1459	814	285	887	330	496	466	420	302	476	164^	276	284	237	164^	34v	24v	62^	35v	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN 18-49 25-54		35-64 55+		TOTAL	18-34	MEN 18-49 25-54		35-64 55+		TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
M*A*S*H						42	194		A 22.1	33	1801	1637	697	287	759	273	425	375	311	262	513	229	313	270	208	148	163	99^	202	134
1 MON. 9.00P 30 CBS CS							99		B 22.9	35	1866																			
MIRACLE OF KATHY MILLER(S)							196		A 19.8	30	1614	1825	874	312	947	325	613	542	478	274	560	257	385	347	243	107^	165	92^	153	105^
2 MON. 9.00P 120 CBS GD							99																							
9.00 - 9.30									A 17.4	26	1418	1927	925	348	981	324	636	578	518	275	516	216	316	337	233	117^	197	83^	233	158^
9.30 - 10.00									A 18.9	28	1540	1866	878	317	955	317	618	548	484	280	550	261	378	338	228	104^	171	105^	190	132^
10.00 - 10.30									A 20.5	30	1671	1791	850	303	933	327	609	530	462	267	577	267	412	360	255	98^	156	94^	125^	85^
10.30 - 11.00									A 22.2	35	1809	1760	859	293	935	326	601	528	465	276	593	280	423	355	253	109^	146	88^	86^	61^
MORK & MINDY						41	202	203	A 17.1	30	1394	1925	684	314	758	354	543	466	339	154	558	298	420	348	216	108	205	97	404	240
THU. 8.00P 30 ABC CS						98	99		B 15.8	28	1288																			
MR. MERLIN							192		A 21.7	35	1769	1856	722	260	783	343	510	459	321	211	564	291	414	328	206	130^	127^	45^	382	254
2 WED. 8.00P 30 CBS CS							99		B 21.7	35	1769	1856	722	260	783	343	510	459	321	211	564	291	414	328	206	130	127	45	382	254
NAT'L LEAGUE-PRE GAME-TUE(S)							210		A 11.1	19	905	1656	573	153^	626	166^	267	260^	290	310	659	232^	368	303	308	276	146^	50^	225^	190^
2 TUE. 8.00P 18 NBC SC							99																							
NAT'L LEAGUE-PLAYOFF-TUE(S)							210		A 13.8	21	1125	1588	457	169^	508	152^	254	251	251	213	875	288	491	426	424	333	118^	39^	87^	66^
2 TUE. 8.18P 162 NBC SE							99																							
8.30 - 9.00									A 11.2	18	913	1676	522	139^	576	152^	258^	242^	282	271	811	244^	405	372	424	357	107^	31^	182^	145^
9.00 - 9.30									A 13.0	20	1060	1625	454	176^	531	184^	294	280	242	199^	874	299	512	430	438	319	136^	41^	84^	84^
9.30 - 10.00									A 14.4	21	1174	1594	467	197^	523	172^	284	282	251	203	883	286	515	448	438	325	134^	53^	54^	23^
10.00 - 10.30									A 15.8	24	1288	1571	433	167^	471	136^	235	238	241	196	912	308	523	445	421	335	123^	37^	65^	50^
10.30 - 11.00									A 15.8	25	1288	1487	389	166^	436	131^	214	223	234	179^	913	306	507	456	418	332	100^	33^	38^	20^
NAT'L LEAGUE-PRE GAME-THU(S)							208		A 12.0	22	978	1437	482	186^	535	147^	246	232^	257	257	701	199^	323	329	342	316	65^	13^	136^	116^
2 THU. 8.00P 15 NBC SC							99																							
NAT'L LEAGUE-PLAYOFF-THU(S)							208		A 13.5	22	1100	1463	408	121^	449	122^	198^	190^	200^	222	842	260	465	464	421	317	45^	12^	127^	100^
2 THU. 8.15P 165 NBC SE							99																							
8.30 - 9.00									A 13.6	23	1108	1412	414	186^	467	146^	207^	185^	181^	234	822	230	422	457	447	322	43^	8^	80^	80^
9.00 - 9.30									A 14.0	22	1141	1500	428	134^	472	129^	208	195^	195^	238	839	218	452	464	462	333	29^	8^	160^	160^
9.30 - 10.00									A 13.4	21	1092	1432	399	86^	432	112^	183^	183^	184^	223	788	205^	417	434	415	331	45^	22^	167^	123^
10.00 - 10.30									A 13.7	21	1117	1522	406	87^	437	109^	198^	197^	212	213	909	326	542	516	405	311	52^	22^	124^	74^
10.30 - 11.00									A 13.8	22	1125	1455	374	102^	409	99^	182^	180^	224	190^	890	348	538	472	381	292	50^	11^	106^	65^
NAT'L LEAGUE-PRE GAME-SAT(S)							208		A 10.8	20	880	1432	449	125^	557	170^	256^	209^	213^	275	714	262^	344	335	257^	321	76^	21^	85^	34^
2 SAT. 8.00P 15 NBC SC							99																							
NAT'L LEAGUE-PLAYOFF-SAT(S)							208		A 12.7	22	1035	1655	499	174^	592	178^	304	296	257	238	859	303	467	422	336	358	107^	24^	97^	62^
2 SAT. 8.15P 140 NBC SE							99																							
8.30 - 9.00									A 10.9	19	888	1596	469	103^	555	140^	257^	227^	244^	271	843	332	449	399	300	356	87^	15^	111^	71^
9.00 - 9.30									A 12.6	21	1027	1660	521	186^	618	206^	326	312	239	244	871	295	480	464	352	356	98^	20^	73^	59^
9.30 - 10.00									A 13.7	22	1117	1732	548	229	653	198^	336	349	285	248	866	272	478	435	372	360	113^	28^	100^	71^
10.00 - 10.30									A 15.2	26	1239	1640	468	192	551	176^	303	304	257	190^	872	313	478	404	331	367	119^	25^	98^	49^
NBC FRIDAY NIGHT MOVIE						13	192	194	A 11.2	19	913	1635	643	220	707	216	434	432	367	209	653	213	385	371	325	218	158	36^	117^	80^
1 FRI. 9.00P 115 NBC FF						95	97		B 10.9	21	888																			
2 FRI. 9.00P 120																														
9.00 - 9.30									A 10.8	18	880	1581	681	247	744	211	425	435	412	246	652	212	358	335	320	245	124^	23^	61^	23^
9.30 - 10.00									A 10.8	18	880	1591	651	239	721	229	445	446	368	210	639	221	381	337	312	223	155	34^	76^	22^
10.00 - 10.30									A 11.6	20	945	1720	644	212	707	215	439	434	359	203	654	220	397	394	319	201	186	47^	173	139
10.30 - 11.00									A 11.8	20	962	1644	595	186	661	207	426	416	337	176	664	194	399	420	357	197	165	43^	154	128

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																				
NBC THURSDAY NIGHT MOVIES 40 190																		1847	673	262	693	268	473	373	308	191^	492	198^	329	274	194^133^	192^	54^	470	336	
1	THU.	8.00P	120	NBC	FF	96			B 14.7 25 1198																											
		8.00 - 8.30							A 12.3 21 1002	1859	600	193^	625	234^	383	283	264	227^	465	203^	283	199^	126^163^	234	73^	535	382									
		8.30 - 9.00							A 12.6 21 1027	1933	638	243	665	253	446	350	292	190^	461	196^	312	246	160^128^	201^	53^	606	436									
		9.00 - 9.30							A 15.9 26 1296	1841	704	298	725	276	501	414	337	180^	495	171^	324	297	241	130^	183^	52^	438	290								
		9.30 - 10.00							A 16.8 28 1369	1771	718	292	726	290	522	418	328	175	524	218	379	322	223	115^	167^	45^	354	267								
NBC TUESDAY NIGHT MOVIE 5 204																		1624	808	334	873	295	518	490	414	273^	640	268^	423	412	260^177^	61^	35^	50^	50^	
1	TUE.	9.00P	120	NBC	FF	99			B 14.1 24 1149																											
		9.00 - 9.30							A 9.3 15 758	1522	742	285^	840	310^	487	460	375	277^	551	216^	350	359	222^169^	54^	25^	77^	77^									
		9.30 - 10.00							A 9.8 16 799	1663	789	362	883	336	541	492	394	256^	627	273^	419	409	233^178^	62^	32^	91^	91^									
		10.00 - 10.30							A 11.0 19 897	1650	853	347	891	294	528	503	429	279	676	284	449	442	277	186^	60^	40^	23^	23^								
		10.30 - 11.00							A 11.8 21 962	1654	840	339	878	251	509	498	448	284	689	292	466	430	295	175^	64^	42^	23^	23^								
NEWSBREAK-M-F 220 176 174																		1816	690	282	745	251	396	366	325	286	623	239	383	358	315	191	142	55	306	196
1	MWTHF	8.58P	1	CBS	N	93	93		B 14.3 23 1165																											
1	TUE.	8.57P	1																																	
2	MON.	8.57P	2																																	
2	TU-F	8.58P	1																																	
NEWSBREAK-SAT. 44 181 180																		2162	645	217	728	266	447	398	341	231	636	231	434	443	340	150	172	46^	626	363
	SAT.	8.57P	2	CBS	N	95	95		B 12.1 22 986																											
NEWSBREAK-SUN. 2 179 178																		1718	700	280	821	264	414	370	369	330	555	172	303	272	256	221	124	68^	218	175
1	SUN.	8.58P	1	CBS	N	94	95		B 19.4 29 1581																											
2	SUN.	9.21P	1																																	
NFL MONDAY NIGHT FOOTBALL 4 206 206																		1550	440	192	472	180	305	273	204	147	941	408	625	532	426	253	68	24^	69	44^
1	MON.	9.00P	168	ABC	SE	99	99		B 22.1 38 1801	1603	479	199	506	202	333	292	222	147	944	397	628	563	443	244	80	25	73	49								
2	MON.	9.00P	187																																	
		9.00 - 9.30							A 22.8 35 1858	1640	475	206	516	206	331	284	210	162	922	385	623	538	427	245	70	22^	132	88								
		9.30 - 10.00							A 24.8 37 2021	1608	462	204	491	190	315	275	209	153	938	383	606	537	442	261	61	18^	118	83								
		10.00 - 10.30							A 25.2 38 2054	1577	471	185	498	185	319	286	216	157	937	405	612	531	421	256	78	24^	64	39^								
		10.30 - 11.00							A 21.9 35 1785	1588	436	180	468	176	308	275	206	144	971	467	669	534	405	240	88	31^	61^	33^								
		11.00 - 11.30							A 20.5 38 1671	1463	397	180	426	163	284	255	191	127	957	450	648	532	430	249	60^	25^	20^	10^								
		11.30 - 12.00							A 22.4 47 1826	1372	378	221	420	153	265	260	196	133	906	364	562	467	420	283	41^	22^	5^	LT								
NICHOLS & DYMES(S) 204																		1460	621	236^	705	262^	451	352	338	215^	615	310	443	377	239^127^	101^	33^	39^	32^	
2	WED.	10.00P	60	NBC	OP	99			A 11.3 18 921	1414	655	239^	730	273	461	363	342	224^	571	301	404	350	208^124^	71^	26^	42^	42^									
		10.00 - 10.30							A 9.6 15 782	1490	571	228^	666	248^	435	334	326	201^	651	316	480	401	268^126^	136^	39^	37^	20^									
		10.30 - 11.00																																		
NURSE 5 197																		1627	828	293	918	254	451	430	410	379	496	174^	252	231	228	189	88^	62^	125^	99^
1	THU.	9.00P	60	CBS	GD	99			B 13.9 23 1133																											
		9.00 - 9.30							A 15.3 25 1247	1641	828	295	919	259	436	413	394	396	501	189^	248	218	209	194	87^	63^	134^	106^								
		9.30 - 10.00							A 16.7 27 1361	1608	826	290	913	247	464	444	425	362	490	162^	255	242	241	182	88^	62^	117^	93^								
ONE DAY AT A TIME 35 195																		1769	749	271	856	332	490	409	343	306	596	212	361	311	264	209	137	77^	180	129^
2	SUN.	8.52P	30	CBS	CS	99			B 18.9 30 1540																											
PROJECT PEACOCK(S) 206																		1978	759	299	870	308	490	430	388	328	480	158^	287	253^	188^164^	183^	74^	445	235^	
1	TUE.	8.00P	60	NBC	CE	96			A 11.1 18 905																											
		8.00 - 8.30							A 10.3 18 839	1908	750	280^	859	262^	439	395	406	366	456	148^	244^213^	153^186^	157^	63^	436	211^										
		8.30 - 9.00							A 11.9 19 970	2031	766	315	877	347	532	459	372	296	500	165^	317	286	215^149^	206^	84^	448	253									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)					CHILDREN (2-11)													
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	MEN	TOTAL	6-11													
EVENING CONT'D																																										
REAL PEOPLE																																										
	WED.	8.00P	60	NBC	PV	206	211		A 19.3	31	1573	1710	703	243	757	190	354	351	393	338	631	191	316	284	306	262	116	45^	206	147												
		8.00 - 8.30				97	99		B 19.3	31	1573	1710	703	243	757	190	354	351	393	338	631	191	316	284	306	262	116	45	206	147												
		8.30 - 9.00							A 18.0	30	1467	1711	695	248	751	188	356	349	396	330	639	190	310	279	313	272	120	43^	201	140												
									A 20.6	32	1679	1705	707	237	760	189	351	348	392	346	624	194	322	288	299	252	110	47^	211	153												
60 MINUTES																																										
	1 SUN.	7.00P	60	CBS	DN	200	204		A 22.4	38	1826	1703	731	240	787	201	334	334	368	381	712	210	365	347	328	300	87	36^	117	74												
	2 SUN.	7.22P	60			99	99		B 22.4	38	1826	1703	731	240	787	201	334	334	368	381	712	210	365	347	328	300	87	36	117	74												
		7.00 - 7.30							A 19.4	36	1581	1707	766	240	818	185	320	326	389	415	701	175	331	320	354	322	50^	12v	138^	58^												
		7.30 - 8.00							A 22.9	39	1866	1717	730	241	792	206	333	333	364	387	721	218	377	355	329	299	93	45^	111	75												
		8.00 - 8.30							A 25.6	40	2086	1680	721	239	770	220	365	351	363	347	692	220	366	364	301	271	101^	39^	117	94^												
SOPHISTICATED GENTS PT 2(S)																																										
	1 WED.	10.00P	60	NBC	GD	205	99		A 11.2	19	913	1812	805	276	870	299	513	424	388	299	759	297	524	459	357	197^	127^	24v	56v	34v												
		10.00 - 10.30							A 11.7	20	954	1814	738	258	833	247^	459	408	399	307	786	307	552	472	372	196^	136^	26v	59v	38v												
		10.30 - 11.00							A 10.8	19	880	1776	867	289	899	355	567	439	370	284	717	279	485	438	335	197^	114^	20v	46v	28v												
SOPHISTICATED GENTS PT 3(S)																																										
	1 THU.	10.00P	60	NBC	GD	205	99		A 12.2	22	994	1713	776	335	836	312	542	424	341	269	666	301	467	392	271	156^	119^	48v	92^	47v												
		10.00 - 10.30							A 12.2	22	994	1712	767	349	819	283	529	425	354	267	666	311	460	382	250	161^	115^	43v	112^	71^												
		10.30 - 11.00							A 12.1	22	986	1721	791	325	859	341	556	427	330	274	671	296	476	408	292	150^	121^	54v	70^	22v												
STOCKERS(S)																																										
	2 SAT.	10.35P	30	NBC	CS	196	98		A 7.3	14	595	1610	502	201^	583	148^	359^	365^	354^	144^	776	272^	375^	361^	289^	330^	173^	49v	78v	41v												
STUNT MEN(S)																																										
	2 MON.	8.00P	60	CBS	DO	187	99		A 16.5	25	1345	2039	658	319	700	274	433	353	297	253	773	377	553	492	327	171^	175	47^	391	224												
		8.00 - 8.30							A 16.5	25	1345	1987	643	301	682	261	412	335	298	263	773	375	540	477	314	185	167^	44v	365	192												
		8.30 - 9.00							A 16.4	24	1337	2098	672	338	717	287	453	369	298	245	772	380	564	510	335	155^	190	51^	419	255												
TAXI																																										
	2 THU.	9.30P	30	ABC	CS	198	99		A 15.8	24	1288	1574	569	288	697	390	511	403	246	127^	600	367	441	393	171^	114^	119^	70^	158^	94^												
									B 15.8	24	1288	1574	569	288	697	390	511	403	246	127	600	367	441	393	171	114	119	70	158	94												
THAT'S INCREDIBLE																																										
	MON.	8.00P	60	ABC	PV	194	197		A 18.2	29	1483	1904	612	233	683	228	411	394	331	217	731	261	474	469	354	184	174	60^	316	198												
		8.00 - 8.30				98	99		B 18.0	29	1467	1905	638	222	690	227	417	398	341	223	726	269	484	456	356	179	164	50	325	205												
		8.30 - 9.00							A 16.4	26	1337	1887	621	233	701	233	429	404	341	219	707	241	455	454	355	181	179	51^	300	188												
									A 20.0	31	1630	1907	610	232	670	229	399	385	319	214	745	276	486	479	349	184	164	63^	328	204												
THEATER/YOUNG AMERICANS																																										
	1 SUN.	7.00P	60	ABC	GD	3	196		A 9.1	16	742	2067	703	364	785	270^	518	461	374	213^	703	269^	444	430	361	147^	249^	156^	330	229^												
		7.00 - 7.30				99			B 10.9	20	888	2271	749	418	884	405	648	540	384	189	627	261	447	391	316	134	286	159	474	297												
		7.30 - 8.00							A 8.0	15	652	2063	724	365	796	256^	497	462	383	237^	737	273^	448	433	379	169^	219^	143^	311^	214^												
									A 10.2	17	831	2057	685	359	773	282^	531	461	364	193^	669	264^	441	421	343	128^	272^	165^	343	240^												
THREE'S COMPANY																																										
	1 TUE.	9.00P	30	ABC	CS	42	204	201	A 24.9	38	2029	1787	735	328	815	348	556	458	349	218	504	214	345	290	231	123	238	131	230	176												
	2 TUE.	9.00P	60			99	99		B 21.0	33	1712																															
		9.00 - 9.30							A 23.9	37	1948	1758	698	321	775	339	525	431	322	213	480	204	325	272	218	122	240	131	263	200												
		9.30 - 10.00							A 26.9	40	2192	1837	797	343	885	364	610	507	398	226	543	233	378	320	248	126	240	131	169	135												
TRAPPER JOHN, M.D.																																										
	1 SUN.	10.00P	60	CBS	GD	2	196	193	A 22.5	38	1834	1606	805	293	871	335	492	395	330	326	566	212	323	301	228	204	112	45^	57^	41^												
	2 SUN.	10.22P	60</																																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)															
														WOMEN					MEN																							
														18-34					18-49					25-54					35-64					55+					TOTAL FEM.		TOTAL 6-11	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
							AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
LATE FRINGE CONT'D																												
CBS NEWS SPEC. RPT. THU(S)					150																							
2 THU.	11.30P	30	CBS N		85	A	5.6	16	456	1425	788	351^	851	369^	492^	407^	364^	258^	523	114^	257^	257^	301^	266^	23^	23^	28^	LT
CBS SUNDAY NEWS-OSGOOD			3	131	130	A	6.5	14	530	1379	696	198^	730	145^	268	254	321	410	562	183^	288	255	211^	245	87^	17^	LT	LT
1 SUN.	11.00P	15	CBS N	72	72	B	6.0	14	489	1326	642	184	693	116	239	244	323	402	571	156	272	253	243	266	62	12	LT	LT
2 SUN.	11.22P	15																										
FANTASY ISLAND-12.00			2	165	160	A	2.8	17	228	1175	394^	69^	490^	307^	376^	183^	101^	114^	631	324^	530	398^	246^	88^	45^	LT	LT	LT
1 TUE.	12.00M	68	ABC A	93	92	B	2.8	17	228	1175	394	69	490	307	376	183	101	114	631	324	530	398	246	88	45	LT	LT	LT
2 TUE.	12.43A	68																										
12.00 - 12.30						A	3.6	16	293	1259	437^	144^	460^	272^	328^	147^	76^	132^	710^	430^	603^	517^	263^	107^	89^	LT	LT	LT
12.30 - 1.00						A	3.3	19	269	1405	595^	86^	595^	387^	435^	257^	115^	160^	744^	282^	666^	594^	384^	78^	66^	LT	LT	LT
1.00 - 1.30						A	2.1	16	171	936^	188^	LT	544^	357^	498^	200^	141^	46^	392^	217^	322^	105^	105^	70^	LT	LT	LT	LT
1.30 - 2.00						A	1.9	18	155	645^	52^	LT	226^	175^	175^	71^	LT	51^	419^	271^	387^	142^	116^	32^	LT	LT	LT	LT
FRIDAYS			1	171		A	3.7	15	302	950	292^	192^	311^	261^	298	160	37	LT	434^	312^	411^	281^	112^	LT	205^	73^	LT	LT
1 FRI.	12.00M	89	ABC GV	95		B	3.7	15	302	950	292	192	311	261	298	160	37	LT	434	312	411	281	112	LT	205	73	LT	LT
12.00 - 12.30						A	4.1	14	334	1018	327^	198^	377^	246^	345^	198^	99^	32^	518^	320^	458^	347^	174^	24^	123^	LT	LT	LT
12.30 - 1.00						A	3.6	15	293	1027	240^	165^	240^	240^	240^	127^	LT	LT	443^	310^	443^	303^	133^	LT	344^	218^	LT	LT
1.00 - 1.30						A	3.3	17	269	784^	313^	224^	313^	313^	313^	153^	LT	LT	315^	301^	315^	178^	LT	LT	156^	LT	LT	LT
FRIDAYS-PART 1			1	173		A	5.7	21	465	1869	645	479^	750	342^	677	488^	380^	49^	697	449^	544	437^	196^	82^	351^	75^	71^	71^
2 FRI.	12.03A	72	ABC GV	95		B	5.7	21	465	1869	645	479	750	342	677	488	380	49	697	449	544	437	196	82	351	75	71	71
12.00 - 12.30						A	6.7	21	546	1769	570	387^	674	303^	572	459	338^	61^	734	438	539	463	216^	119^	268^	46^	93^	93^
12.30 - 1.00						A	5.5	21	448	1920	698	522^	814	363^	758	530	430^	40^	657	438^	534	393^	190^	62^	375^	66^	74^	74^
FRIDAYS-PART 2			1	173		A	4.5	22	367	2049	813	620^	840	412^	791	481^	398^	49^	831	518^	766	624^	313^	LT	378^	154^	LT	LT
2 FRI.	1.15A	9	ABC GV	95		B	4.5	22	367	2049	813	620	840	412	791	481	398	49	831	518	766	624	313	LT	378	154	LT	LT
LATE MOVIE I			20	159	161	A	5.7	21	465	1320	661	245	762	342	519	445	335	157	473	213	326	290	212	113^	66^	36^	19^	19^
1 M & TH	11.30P	72	CBS FF	88	89	B	5.5	20	448	1362	651	245	763	337	527	439	343	155	523	250	366	321	226	112	59	29	17	17
TUE.	11.30P	68																										
1 WED.	12.07A	67																										
1 FRI.	11.30P	75																										
2 MON.	12.05A	71																										
2 W & F	11.30P	67																										
2 THU.	12.00M	71																										
11.30 - 12.00						A	7.1	20	579	1444	696	290	804	341	533	482	368	182	514	218	332	302	244	137	92^	51^	34^	31^
12.00 - 12.30						A	5.4	20	440	1293	647	227	759	345	524	439	332	150	465	202	327	292	213	107^	55^	32^	14^	14^
12.30 - 1.00						A	4.5	23	367	1112	622	218	654	307	463	398	295	108^	458	251	354	281	163	90^	LT	LT	LT	LT
LATE MOVIE II			20	159	160	A	3.7	24	302	1228	555	152^	715	381	513	374	274	123^	427	191^	310	283	205	84^	73^	43^	LT	LT
1 M & TH	12.42A	47	CBS FF	88	88	B	3.6	23	293	1276	578	204	710	351	518	387	296	116	487	234	357	314	215	89	65	36	LT	LT
1 TUE.	12.38A	39																										
1 WED.	1.14A	46																										
1 FRI.	12.45A	44																										
2 MON.	1.16A	41																										
2 TUE.	12.38A	43																										
2 WED.	12.37A	39																										
2 THU.	1.11A	44																										
2 FRI.	12.42A	44																										
12.30 - 1.00						A	4.3	24	350	1311	586	152^	714	360	568	477	317	100^	471	240	350	295	190	83^	86^	LT	40^	40^
1.00 - 1.30						A	3.8	23	310	1358	546	174^	752	431	541	373	263	117^	484	216	342	336	236	90^	122^	100^	LT	LT
1.30 - 2.00						A	2.6	25	212	943	642	75^	670	326	401	363	250^	151^	273^	189^	236^	189^	84^	37^	LT	LT	LT	LT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																															
AS THE WORLD TURNS-CONT'D																															
2	MWTHF	1.30P	60																												
		1.30 - 2.00						A	6.3	23	513	1205	779	171	875	175	313	322	407	486	286	59v	71v	73v	124	179	29v	26v	15v	LT	
		2.00 - 2.30						A	6.8	25	554	1280	778	176	894	199	345	340	408	470	320	55v	82v	94v	138	197	37v	27v	29v	12v	
		2.30 - 3.00						A	6.2	23	505	1315	778	146v	887	123v	269v	304v	357v	567	428v	109v	192v	192v	133v	236v	LT	LT	29v	LT	
BLOCKBUSTERS																															
1	M-F	10.30A	30	NBC	QG	9	148	146	A	3.2	17	261	1245	789	54v	836	253	368	329	356	399	356	103v	153v	173v	146v	161v	30v	LT	23v	LT
2	MWTHF	10.30A	30					B	3.2	17	261	1245	789	54	836	253	368	329	356	399	356	103	153	173	146	161	30	LT	23	LT	
CARD SHARKS-THU(B)																															
1	THU.	12.00N	30	NBC	QG		112		A	1.9	9	155	1277v	761v	103v	761v	207v	302v	336v	361v	425v	393v	194v	251v	206v	115v	142v	71v	71v	52v	LT
CARD SHARKS-FRI(B)																															
1	FRI.	12.00N	30	NBC	QG		114		A	1.9	9	155	871v	529v	LT	529v	155v	175v	175v	122v	354v	342v	97v	213v	116v	168v	129v	LT	LT	LT	LT
CARD SHARKS																															
1	M-W	12.00N	30	NBC	QG	7	136	129	A	2.3	10	187	1257	824	134v	845	262v	423	370	337	374	268v	81v	91v	69v	57v	172v	LT	LT	144v	49v
2	MWTHF	12.00N	30					B	2.3	10	187	1257	824	134	845	262	423	370	337	374	268	81	91	69	57	172	LT	LT	144	49	
DAYS OF OUR LIVES																															
1	M-F	1.00P	60	NBC	DD	8	208	199	A	4.9	18	399	1313	861	122v	927	303	417	361	357	469	286	57v	110v	95v	141v	166v	35v	23v	65v	30v
2	MTHF	1.00P	60					B	4.9	18	399	1313	861	122	927	303	417	361	357	469	286	57	110	95	141	166	35	23	65	30	
		1.00 - 1.30						A	4.8	18	391	1350	856	112v	928	296	407	349	351	489	329	69v	135v	121v	168	179	34v	23v	59v	31v	
		1.30 - 2.00						A	4.9	18	399	1268	877	135v	934	311	434	377	371	452	239	43v	81v	74v	113v	150v	30v	17v	65v	25v	
DOCTORS																															
1	M-F	12.30P	30	NBC	DD	9	176	166	A	3.1	13	253	1221	758	145v	821	292	383	292	316	415	315	43v	90v	103v	169v	205v	33v	24v	52v	28v
2	MWTHF	12.30P	30					B	3.1	13	253	1221	758	145	821	292	383	292	316	415	315	43	90	103	169	205	33	24	52	28	
EDGE OF NIGHT																															
1	MTUWF	4.00P	30	ABC	DD	6	156	152	A	5.2	18	424	1177	731	250	811	358	471	379	300	295	219	75v	136v	96v	101v	83v	50v	33v	97v	38v
2	M & F	4.00P	30					B	5.2	18	424	1177	731	250	811	358	471	379	300	295	219	75	136	96	101	83	50	33	97	38	
FAMILY FEUD																															
1	M-F	12.00N	30	ABC	QP	9	166	162	A	5.9	26	481	1289	790	180	851	366	493	352	279	322	238	66v	120v	121v	121v	86v	66v	39v	134	43v
2	MTHF	12.00N	30					B	5.9	26	481	1289	790	180	851	366	493	352	279	322	238	66	120	121	121	86	66	39	134	43	
2	WED.	12.16P	14																												
GENERAL HOSPITAL																															
1	MTUWF	3.00P	60	ABC	DD	8	199	190	A	11.6	39	945	1266	796	175	872	440	630	476	304	213	170	84	114	81	64	47v	122	83	102	48v
1	THU.	3.30P	60					B	11.6	39	945	1266	796	175	872	440	630	476	304	213	170	84	114	81	64	47	122	83	102	48	
2	MWTF	3.00P	60																												
		3.00 - 3.30						A	11.3	39	921	1227	818	157	892	453	646	479	302	224	153	80	104	62v	52v	46v	109	75	73	34v	
		3.30 - 4.00						A	11.7	38	954	1259	780	174	852	435	622	469	300	202	175	85	116	88	69	46v	124	84	108	54v	
		4.00 - 4.30						A	12.6	40	1027	1502	773	247	861	397	580	474	312	223v	242	84v	147v	130v	116v	72v	170v	107v	229v	87v	
GOOD MORN, AMER. TUE-730(B)																															
2	TUE.	7.30A	30	ABC	N		76		A	2.3	21	187	1230v	770v	37v	770v	251v	299v	203v	262v	316v	337v	139v	165v	165v	96v	172v	LT	LT	123v	123v
GOOD MORNING, AMERICA-730																															
1	M-F	7.30A	30	ABC	N	9	203	202	A	5.0	29	408	1382	871	205	877	240	429	419	351	368	416	111v	159	190	181	197	LT	LT	84v	22v
2	MWTHF	7.30A	30					B	5.0	29	408	1382	871	205	877	240	429	419	351	368	416	111	159	190	181	197	LT	LT	84	22	
GOOD MORNING, AMERICA-830																															
						9	201	200	A	5.0	27	408	1184	825	147	825	218	397	389	385	365	307	64v	146	144	163	147	LT	LT	47v	LT
CONT'D																															

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PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-49	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
WEEKDAY DAYTIME CONT'D																															
NEWSBREAK-11.57																															
1	M-F	11.57A	2	CBS N			8	169	169	A	5.8	28	473	1154	633	184	707	211	323	275	293	331	310	105^	59^	11^	78^	25^			
2	MTHF	11.57A	2				90	90		B	5.8	28	473	1154	633	184	707	211	323	275	293	331	310	105	59	11	78	25			
NEWSBREAK-3.57																															
	M-F	3.57P	2	CBS N			10	178	178	A	6.2	20	505	1313	766	156	901	242	380	393	421	390	238	62^	113^	87^	61^	44^			
							97	96		B	6.2	20	505	1313	766	156	901	242	380	393	421	390	238	62	113	87	61	44			
ONE DAY AT A TIME-M-F																															
1	M-F	10.00A	30	CBS CS			9	129	129	A	3.0	16	245	1155	566	150^	628	282	375	323	253	183^	282	122^	90^	33^	155^	82^			
2	MWTHF	10.00A	30				78	78		B	3.0	16	245	1155	566	150	628	282	375	323	253	183	282	122	90	33	155	82			
ONE LIFE TO LIVE																															
1	M-W	2.00P	60	ABC DD			9	199	191	A	9.6	35	782	1191	801	164	882	453	629	454	295	223	176	92	67^	47^	66^	28^			
1	THU.	2.39P	51				99	95		B	9.6	35	782	1191	801	164	882	453	629	454	295	223	176	92	67	47	66	28			
1	FRI.	2.14P	46																												
2	MWTHF	2.00P	60																												
	2.00 - 2.30									A	9.4	34	766	1166	790	176	871	455	633	454	294	207	169	91	58^	41^	68^	34^			
	2.30 - 3.00									A	9.9	35	807	1198	799	157	876	446	616	450	288	230	181	93	73	52^	68^	27^			
	3.00 - 3.30									A	9.5	35	774	1158	802	157^	899	454	633	459	286^	224^	146^	68^	78^	55^	35^	LT			
PASSWORD PLUS																															
1	M-F	11.30A	30	NBC QG			9	180	172	A	3.6	18	293	1225	788	118^	809	184^	314	328	369	417	339	83^	LT	LT	64^	24^			
2	MWTHF	11.30A	30				92	89		B	3.6	18	293	1225	788	118	809	184	314	328	369	417	339	83	LT	LT	64	24			
PRICE IS RIGHT 1																															
							9	193	190	A	5.4	28	440	1214	565	125^	668	268	332	266	229	293	381	143	60^	LT	105^	43^			
1	M-F	11.00A	30	CBS AP																											
2	MWTHF	11.00A	30				96	96		B	5.4	28	440	1214	565	125	668	268	332	266	229	293	381	143	60	LT	105	43			
PRICE IS RIGHT 2																															
1	M-F	11.30A	30	CBS AP			8	193	192	A	6.7	33	546	1187	647	188	713	243	354	311	281	305	337	108	57^	9^	80^	26^			
2	MTHF	11.30A	30				96	96		B	6.7	33	546	1187	647	188	713	243	354	311	281	305	337	108	57	9	80	26			
RYAN'S HOPE																															
1	M-F	12.30P	30	ABC DD			9	184	181	A	6.9	29	562	1144	719	178	822	411	550	403	254	240	210	107	39^	25^	73^	34^			
2	MWTHF	12.30P	30				97	96		B	6.9	29	562	1144	719	178	822	411	550	403	254	240	210	107	39	25	73	34			
SEARCH FOR TOMORROW(B)																															
2	TUE.	2.40P	9	CBS DD				162		A	4.8	15	391	1274	644	151^	713	270^	335^	322^	304^	284^	491^	181^	16^	16^	54^	LT			
								81																							
SEARCH FOR TOMORROW																															
1	MTUWF	2.30P	30	CBS DD			8	188	187	A	6.2	22	505	1238	731	182	834	190	349	365	394	406	300	44^	55^	28^	49^	14^			
2	MWTHF	2.30P	30				95	95		B	6.2	22	505	1238	731	182	834	190	349	365	394	406	300	44	55	28	49	14			
TEXAS																															
1	M-F	3.00P	60	NBC DD			8	183	181	A	3.7	12	302	1288	839	185^	902	408	573	434	355	299	255	66^	62^	39^	69^	27^			
2	M & TH	3.00P	60				89	87		B	3.7	12	302	1288	839	185	902	408	573	434	355	299	255	66	62	39	69	27			
2	TUE.	3.10P	50																												
	3.00 - 3.30									A	3.5	12	285	1260	838	196^	898	407	561	425	350	312	264	67^	56^	32^	42^	LT			
	3.30 - 4.00									A	3.9	13	318	1314	839	175^	899	409	585	443	354	283	248	66^	66^	44^	101^	42^			
TEXAS-FRI(B)																															
2	FRI.	3.00P	60	NBC DD				153		A	2.6	9	212	1118	665^	95^	798^	264^	519^	496^	336^	274^	183^	47^	28^	28^	109^	76^			
	3.00 - 3.30							74																							
	3.30 - 4.00									A	2.8	10	220	1268	755^	123^	864^	298^	552^	509^	352^	303^	268^	84^	59^	59^	136^	106^			
										A	2.3	8	187	947^	567^	64^	738^	235^	492^	492^	321^	246^	75^	LT	LT	75^	75^	43^			
TODAY SHOW-7.30AM-TUE(B)																															
2	TUE.	7.30A	30	NBC N				184		A	4.0	23	326	1138	524^	86^	558^	70^	122^	145^	267^	398^	494^	34^	LT	LT	86^	68^			
								84																							

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PROGRAM NAME										AUDIENCE COMPOSITION																										
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
											AVG. AUD. %	AVG. SHARE %			AVG. AUD. (0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+							
WEEKDAY DAYTIME CONT'D																																				
TODAY SHOW-7.30AM										9	210	211	A	4.3	25	350	1243	606	191	626	114^	223	214	309	352	519	115^	169	165^	217	330	13^	LT	85^	57^	
1	M-F	7.30A	30	NBC	N			99	99	B	4.3	25	350	1243	606	191	626	114	223	214	309	352	519	115	169	165	217	330	13	LT	85	57				
2	MWTHF	7.30A	30																																	
TODAY SHOW-8.30AM-TUE(B)											171		A	4.5	23	367	1166	741	136^	779	117^	191^	232^	349^	509^	378^	13^	90^	96^	153^	282^	LT	LT	LT	LT	
2	TUE.	8.30A	30	NBC	N			82																												
TODAY SHOW-8.30AM										9	210	211	A	5.0	27	408	1145	701	95^	725	129^	225	232	299	454	400	66^	89^	89^	142^	297	LT	LT	17^	LT	
1	M-F	8.30A	30	NBC	N			99	99	B	5.0	27	408	1145	701	95	725	129	225	232	299	454	400	66	89	89	142	297	LT	LT	17	LT				
2	MWTHF	8.30A	30																																	
UP TO THE MINUTE-TUE(B)											115		A	2.7	8	220	1286	700^	341^	872^	336^	535^	558^	404^	277^	219^	LT	LT	54^	78^	165^	LT	LT	195^	69^	
2	TUE.	4.00P	30	CBS	DN			55																												
UP TO THE MINUTE										9	138	143	A	2.7	9	220	1291	786	159^	831	189^	299	377	342	436	290	45^	81^	91^	110^	194^	28^	LT	142^	68^	
1	M-F	4.00P	30	CBS	DN			69	72	B	2.7	9	220	1291	786	159	831	189	299	377	342	436	290	45	81	91	110	194	28	LT	142	68				
2	MWTHF	4.00P	30																																	
WAKE UP										9	167	160	A	1.0	8	82	1537	414^	207^	500^	317^	354^	269^	109^	134^	281^	98^	123^	158^	122^	123^	146^	LT	610^	207^	
1	M-F	7.00A	30	CBS	C			92	89	B	1.0	8	82	1537	414	207	500	317	354	269	109	134	281	98	123	158	122	123	146	LT	610	207				
2	MTUTHF	7.00A	30																																	
WHEEL OF FORTUNE										9	193	185	A	4.3	22	350	1254	808	120^	859	191	365	385	426	400	318	97^	121^	140^	129^	138^	LT	LT	68^	28^	
1	M-F	11.00A	30	NBC	QG			96	92	B	4.3	22	350	1254	808	120	859	191	365	385	426	400	318	97	121	140	129	138	LT	LT	68	28				
2	MWTHF	11.00A	30																																	
YOUNG AND THE RESTLESS																																				
1 M-F 12.30P 60 CBS DD										9	193	192	A	6.3	26	513	1168	763	180	866	284	450	410	381	336	238	63^	92^	78^	87^	125	25^	12^	39^	LT	
2 MWTHF 12.30P 60													B	6.3	26	513	1168	763	180	866	284	450	410	381	336	238	63	92	78	87	125	25	12	39	LT	
12.30 - 1.00													A	6.1	26	497	1187	783	163	878	300	455	414	373	341	252	73^	99^	72^	89^	137	15^	LT	42^	LT	
1.00 - 1.30													A	6.4	26	522	1146	753	188	861	269	447	410	390	336	218	48^	78^	81^	86^	112	32^	15^	35^	LT	
*WEEKEND DAYTIME																																				
ABC SUNDAY AFTERNOON BSBL										7	184		A	3.3	8	269	1405	579^	152^	620^	48^	168^	175^	167^	445^	669^	120^	368^	330^	379^	301^	LT	LT	116^	67^	
1 SUN. 2.00P 154 ABC SE											97		B	4.0	11	326																				
2.00 - 2.30													A	3.1	8	253	1506	621^	158^	636^	71^	125^	125^	130^	511^	696^	56^	348^	348^	474^	348^	LT	LT	174^	99^	
2.30 - 3.00													A	3.1	8	253	1431	600^	114^	616^	19^	149^	174^	246^	442^	712^	28^	376^	376^	503^	336^	LT	LT	103^	67^	
3.00 - 3.30													A	3.1	8	253	1447	569^	119^	592^	LT	163^	163^	186^	429^	712^	123^	443^	391^	452^	269^	LT	LT	143^	72^	
3.30 - 4.00													A	3.2	8	261	1276	483^	115^	533^	23^	123^	123^	142^	410^	608^	122^	325^	268^	337^	283^	LT	LT	135^	85^	
4.00 - 4.30													A	4.0	9	326	1331	577^	233^	669^	95^	229^	229^	134^	440^	625^	235^	358^	292^	197^	267^	LT	LT	37^	18^	
AMER. LGE DIV SERIES GM 6(S)										199			A	14.1	35	1149	1638	583	175^	624	199^	345	334	227	249	796	273	465	465	376	275	94^	32^	124^	58^	
2 SAT. 4.00P 180 ABC SE											99																									
4.00 - 4.30													A	11.0	32	897	1521	590	167^	658	231^	340	344	204^	284	757	324	467	409	281	251^	59^	16^	47^	LT	
4.30 - 5.00													A	12.9	35	1051	1558	590	173^	645	232	364	374	226	243	776	299	469	457	335	260	91^	32^	46^	LT	
5.00 - 5.30													A	13.6	35	1108	1664	594	168^	604	193^	328	335	214	243	832	265	504	532	411	260	117^	54^	111^	24^	
5.30 - 6.00													A	15.3	38	1247	1658	565	153^	581	163^	312	302	209	247	837	246	474	499	424	300	124^	40^	116^	51^	
6.00 - 6.30													A	15.9	36	1296	1792	604	170^	645	211	374	330	235	247	847	326	501	449	392	287	96^	33^	204	127^	
6.30 - 7.00													A	15.7	33	1280	1596	567	211	622	188	354	330	256	236	724	207	387	440	382	284	62^	7^	188	114^	
ANIMALS, ANIMALS, ANIMALS										44	102	82	A	1.9	8	155	1161	168^	52^	168^	135^	135^	109^	LT	33^	213^	84^	162^	162^	78^	51^	148^	LT	632^	368^	
SUN. 11.30A 30 ABC CL											73	61	B	2.4	10	196																				
ASK NBC NEWS-8:28AM										4	174	169	A	3.3	24	269	1903	163^	38^	163^	LT	55^	66^	66^	97^	354^	210^	272^	190^	110^	82^	471	138^	915	650	
SAT. 8.28A 2 NBC CN											93	94	B	3.1	23	253	1514	161	19	162	LT	59	97	91	65	213	109	161	126	86	43	273	72	866	613	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN			MEN			18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11
WEEKEND DAYTIME CONT'D																														
ASK NBC NEWS-09:28AM SAT.		9.28A	2	NBC	CN	98	98	A	6.5	29	530	1589	171^ 49v	207^ 77^ 118^ 60^ 60^ 80^	224^ 111^ 153^ 88^ 86^ 71^	197^ 86^	961	670												
								B	6.3	29	513	1529	140 62	159 66 107 74 58 41	169 84 119 78 72 36	221 94	980	668												
ASK NBC NEWS-10:28AM SAT.		10.28A	2	NBC	CN	98	98	A	5.2	21	424	1934	282^ 157^	294 135^ 218^ 174^ 112^ 60v	333 215^ 269^ 158^ 79^ 64v	180^ 51v	1127	696												
								B	4.9	21	399	1840	294 121	302 149 204 118 70 90	344 226 261 141 61 70	162 50	1032	660												
ASK NBC NEWS-11:28AM SAT.		11.28A	2	NBC	CN	95	83	A	5.1	21	416	1870	288^ 228^	336 177^ 290 228^ 135^ 37v	374 267^ 327 222^ 86^ 47v	235^ 111^	925	521												
								B	4.7	20	383	1777	257 155	285 139 213 165 98 61	358 279 318 154 54 40	186 98	948	520												
ASK NBC NEWS 12:28PM SAT.		12.28P	2	NBC	CN	76	74	A	4.1	15	334	1464	269^ 143^	332^ 146^ 245^ 174^ 157^ 75v	354^ 255^ 326^ 187^ 99^ 28v	197^ 102^	581	317^												
								B	4.1	16	334	1037	214 114	246 87 165 128 107 75	203 127 180 112 67 23	151 80	437	232												
BLACKSTAR SAT.		11.00A	30	CBS	CA	96	96	A	6.6	27	538	1435	296 157^	342 230 300 185^ 112^ 20v	225 178^ 202^ 140^ 47v 23v	152^ 95^	716	358												
								B	7.1	29	579	1531	319 129	364 239 315 200 106 35	309 220 263 165 75 40	125 54	733	398												
BUGS BUNNY/ROAD RUNNER 1 SAT.		9.00A	30	CBS	CA	99	99	A	5.1	23	416	1601	261^ 68v	292 187^ 282^ 149^ 105^ LT	266^ 162^ 216^ 117^ 104^ 50v	272^ 50v	771	246^												
								B	4.8	22	391	1686	282 92	342 221 298 162 116 30	323 202 261 138 106 62	222 41	799	369												
BUGS BUNNY/ROAD RUNNER 2 SAT.		9.30A	30	CBS	CA	99	99	A	7.0	29	571	1792	258 71^	281 163^ 263 161^ 118^ 11v	345 189^ 262 152^ 145^ 83^	391 103^	775	342												
								B	6.9	29	562	1713	299 94	339 194 279 171 135 39	348 193 264 168 119 84	280 86	746	368												
BUGS BUNNY/ROAD RUNNER 3 SAT.		10.00A	30	CBS	CA	99	99	A	7.5	31	611	1606	285 103^	303 178^ 287 201 125^ LT	288 159^ 231 134^ 129^ 57^	359 81^	656	346												
								B	7.6	32	619	1592	324 97	360 204 298 199 137 46	331 195 272 172 110 59	257 69	644	339												
BULLWINKLE			3			136		A	2.8	10	228	1417	189v LT	228v 21v 153v 153v 207v 75v	280^ 153v 245v 123v 92v 35v	185v 185v	724^	439^												
DATA NOT AVAILABLE																														
1 SAT. 12.30P		30	NBC	CA		74		B	3.1	11	253	1448	275 159	290 165 206 157 91 84	241 122 173 136 67 68	198 180	719	317												
CBS NFL FTBL PRE SUN.		12.30P	30	CBS	SC	98	99	A	7.3	25	595	1645	420 244	544 266 375 272 179^ 133^	740 375 534 441 276 171^	184^ 19v	177^ 138^													
								B	7.0	26	571	1458	379 197	481 222 315 255 188 138	685 312 471 375 284 172	132 9	160 102													
CBS NFL FTBL GM 1		1.00P	191	CBS	SE	99	99	A	17.1	44	1394																			
1 SUN. 1.00P		199						B	16.5	43	1345																			
2 SUN. 1.00P		199						A	13.1	40	1068																			
1.00 - 1.30								A	16.7	46	1361																			
1.30 - 2.00								A	17.0	44	1386																			
2.00 - 2.30								A	16.6	42	1353																			
2.30 - 3.00								A	17.9	44	1459																			
3.00 - 3.30								A	19.1	45	1557																			
3.30 - 4.00								A	16.5	36	1345																			
4.00 - 4.30																														
DATA NOT AVAILABLE																														
CBS NFL FTBL GM 2		4.00P	170	CBS	SE	87		A	14.3	30	1165																			
2 SUN. 4.00P		170						B	14.0	31	1141																			
4.30 - 5.00								A	12.9	28	1051																			
5.00 - 5.30								A	14.4	32	1174																			
5.30 - 6.00								A	13.2	28	1076																			
6.00 - 6.30								A	13.6	27	1108																			
6.30 - 7.00								A	14.4	28	1174																			
7.00 - 7.30								A	17.2	33	1402																			
DATA NOT AVAILABLE																														
CBS NFL FTBL POST		4.12P	20	CBS	SC	91		A	12.2	29	994																			
1 SUN. 4.12P		20						B	10.0	24	815																			
CBS SPORTS SATURDAY SAT.		4.30P	90	CBS	SA	90	93	A	7.4	19	603	1143	348 131^	366 63^ 196^ 210 245 144^	709 301 447 377 324 208	55^ LT	13v 13v													
								B	7.0	18	571	1305	456 170	468 142 298 282 256 141	720 266 432 359 312 259	57 10	60 49													
CONT'D																														

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
														TOTAL	18-34	WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+											
WEEKEND DAYTIME CONT'D																																				
CBS SPORTS SATURDA-CONT'D																																				
4.30 - 5.00														A	6.4	17	522	1207	354	132^	396	60^	174^	195^	252	182^	747	339	477	387	343	177^	23^	LT	41^	41^
5.00 - 5.30														A	8.1	21	660	1139	366	156^	373	62^	235	242	259	119^	695	270	430	373	339	217	71^	LT	LT	LT
5.30 - 6.00														A	7.8	19	636	1072	318	105^	318	63^	163^	179^	214	134^	687	301	437	376	293	218	67^	LT	LT	LT
COLLEGE FOOTBALL '81																																				
SUN. 12.30P 30 ABC SC														A	2.5	8	204	525^	152^	143^	152^	54^	152^	138^	98^	LT	221^	138^	187^	143^	69^	LT	54^	25^	98^	74^
														B	2.5	9	204	268	78	73	78	27	78	71	51	LT	112	70	95	73	35	LT	28	LT	50	37
DAFFY/SPEEDY SHOW																																				
SAT. 12.00N 30 NBC CA														A	4.5	17	367	1594	266^	131^	331	162^	261^	188^	145^	59^	357	268^	336	205^	89^	21^	186^	90^	720	414
														B	4.3	17	350	1659	304	148	351	187	267	179	123	68	360	257	323	153	94	37	214	122	734	376
DEAR ALEX & ANNIE-11.26AM																																				
SAT. 11.26A 3 ABC CN														A	5.4	22	440	1450	230^	176^	271^	146^	164^	125^	90^	75^	174^	65^	101^	85^	51^	73^	407	195^	598	363
														B	5.5	23	448	1469	263	153	303	169	219	137	86	69	169	78	116	89	45	53	357	166	640	355
DEAR ALEX & ANNIE-11.25AM																																				
SUN. 11.25A 4 ABC CN														A	2.7	12	220	1632	428^	232^	428^	224^	331^	282^	176^	46^	246^	142^	165^	178^	82^	50^	253^	113^	705	514^
														B	2.2	9	179	1629	425	218	438	210	300	218	158	109	288	190	216	177	69	46	317	155	586	412
FACE THE NATION																																				
SUN. 11.30A 30 CBS CC														A	3.3	13	269	1201	495	90^	551	115^	171^	181^	171^	362^	490	119^	208^	186^	256^	282^	33^	LT	127^	93^
														B	3.1	12	253																			
FESTIVAL-LIVELY ARTS(5)																																				
1 SUN. 5.00P 60 CBS CL														A	3.7	8	302	2000	876	257^	932	310^	518^	452^	410^	336^	726^	180^	392^	336^	446^	294^	126^	LT	216^	186^
5.00 - 5.30														A	4.1	10	334	1964	854	302^	898	254^	488^	395^	389^	363^	678^	205^	378^	312^	408^	267^	143^	LT	245^	192^
5.30 - 6.00														A	3.3	7	269	2019	899	194^	966	376^	550^	513^	430^	305^	773^	141^	401^	358^	486^	327^	101^	LT	179^	179^
FLINTSTONE'S COMEDY SHW2																																				
														A	2.4	19	196	1719	178^	41^	178^	LT	86^	101^	101^	77^	392^	203^	286^	226^	129^	106^	271^	128^	878	546^
SAT. 8.00A 30 NBC CA														B	2.5	20	204	1363	167	LT	168	LT	67	114	113	54	215	98	154	135	89	50	153	60	827	542
FONZ AND HAPPY DAYS GANG																																				
SAT. 9.00A 30 ABC CA														A	4.9	23	399	1779	115^	98^	160^	132^	132^	71^	LT	18^	193^	137^	168^	175^	48^	18^	203^	38^	1223	732
														B	4.7	22	383	1771	111	70	147	104	115	62	34	20	161	99	136	122	51	21	222	68	1241	724
GOLDIE GOLD/ACTION JACK																																				
SAT. 11.00A 30 ABC CA														A	5.9	24	481	1426	242^	170^	281	171^	188^	127^	82^	65^	160^	59^	99^	81^	51^	61^	375	172^	610	362
														B	5.9	25	481	1482	261	156	300	184	230	141	83	55	159	74	113	88	45	46	360	178	663	369
HEATHCLIFF & MARMADUKE																																				
SAT. 8.30A 30 ABC CA														A	4.1	19	334	1617	186^	45^	243^	201^	201^	77^	LT	39^	267^	183^	183^	78^	39^	79^	155^	47^	952	569
														B	3.9	20	318	1602	166	31	215	170	181	80	27	32	224	147	147	91	55	64	226	63	937	520
IN THE NEWS-8.26AM																																				
SAT. 8.26A 3 CBS CN														A	3.9	25	318	1261	51^	16^	51^	35^	51^	51^	16^	LT	151^	107^	107^	92^	44^	44^	188^	37^	871	485
														B	3.8	25	310	1312	100	38	101	30	56	67	37	34	152	79	79	46	73	73	95	19	964	586
IN THE NEWS-8.56AM																																				
SAT. 8.56A 3 CBS CN														A	4.0	20	326	1411	92^	22^	92^	71^	92^	40^	21^	LT	122^	86^	86^	86^	36^	36^	246^	61^	951	445
														B	4.0	21	326	1497	154	43	155	89	107	96	52	LT	174	116	116	69	58	58	182	33	986	537
IN THE NEWS-9.26AM																																				
SAT. 9.26A 3 CBS CN														A	5.6	25	456	1658	283	81^	320	204^	311	174^	116^	LT	252^	165^	204^	102^	87^	48^	301	77^	785	261^
														B	5.4	24	440	1709	303	94	364	233	315	171	123	37	305	108	240	127	98	65	236	65	804	374
IN THE NEWS-9.56AM																																				
SAT. 9.56A 3 CBS CN														A	7.3	30	595	1820	255	69^	275	166^	257	151^	109^	11^	386	200^	291	178^	167^	95^	401	115^	758	347
														B	7.2	31	587	1670	267	79	302	179	252	140	113	40	357	188	270	187	127	87	275	89	736	354
IN THE NEWS-11.56AM																																				
SAT. 11.56A 3 CBS CN														A	5.7	22	465	1181	195^	72^	240^	191^	224^	154^	49^	LT	165^	126^	144^	99^	39^	21^	122^	62^	654	295
														B	6.1	24	497	1398	278	96	330	227	264	182	69	45	232	150	186	133	68	39	171	75	665	363
IN THE NEWS-12.26PM																																				
SAT. 12.26P 3 CBS CN														A	6.0	22	489	1292	235^	135^	326	161^	199^	181^	122^	75^	274	168^	206^	138^	91^	60^	83^	48^	609	294
														B	6.0	23	489	1546	305	101	375	198	239	195	128	91	338	211	255	175	106	69	153	24	680	395
IN THE NEWS-12.56PM																																				
SAT. 12.56P 3 CBS CN														A	5.8	20	473	1622	253^	65^	308	151^	187^	159^	85^	102^	300	195^	235^	138^	105^	58^	210^	31^	804	421
														B	5.5	19	448	1597	276	81	366	186	230	172	92	115	305	173	222	143	132	75	193	32	733	405

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+					
WEEKEND DAYTIME CONT'D																																
IN THE NEWS-		1.26PM				4	162	165	A	5.9	19	481	1509	254	72	323	97	109	138	100	164	418	304	326	101	95	80	157	59	611	443	
SAT.		1.26P	3	CBS	CN	92	92	B	5.5	19	448	1581	366	151	466	170	250	204	212	177	348	212	239	86	127	91	187	83	580	360		
IN THE NEWS-		10.56AM				4	190	188	A	6.9	28	562	1246	283	77	285	167	238	173	118	22	154	94	140	98	60	14	203	162	604	280	
SAT.		10.56A	3	CBS	CN	98	97	B	7.0	28	571	1366	300	103	320	201	257	179	108	44	260	165	214	138	68	41	155	108	631	322		
IN THE NEWS-		11.26AM				4	184	181	A	6.1	25	497	1388	256	135	330	236	266	137	94	46	198	165	179	129	33	19	151	84	709	326	
SAT.		11.26A	3	CBS	CN	96	96	B	6.8	28	554	1496	295	107	359	243	292	176	88	55	280	199	234	166	64	42	132	48	725	378		
ISSUES AND ANSWERS						2	165	174	A	3.0	11	245	1457	485	298	534	277	355	204	216	146	690	217	396	376	338	294	LT	LT	233	180	
SUN.		12.00N	30	ABC	CC	97	97	B	3.0	11	245	1457	485	298	534	277	355	204	216	146	690	217	396	376	338	294	LT	LT	233	180		
KID SUPER POWER I						4	196	197	A	5.8	25	473	1700	251	125	251	120	163	115	65	78	247	150	192	115	75	55	186	67	1016	649	
SAT.		9.30A	30	NBC	CA	98	98	B	5.6	24	456	1752	240	122	240	118	155	95	52	75	237	130	177	110	84	39	191	79	1084	723		
KID SUPER POWER II						4	196	197	A	6.2	26	505	1958	261	157	271	130	208	175	111	41	309	182	247	155	98	62	178	49	1200	771	
SAT.		10.00A	30	NBC	CA	98	98	B	5.8	25	473	1925	263	126	268	137	191	121	71	66	304	210	252	139	69	42	177	60	1176	795		
KIDS ARE PEOPLE TOO I						4	114	101	A	2.4	11	196	1546	467	208	463	244	326	208	219	102	286	270	280	112	LT	LT	272	123	525	307	
1 SUN.		10.30A	32	ABC	CL	82	74	B	2.1	10	171	1420	415	171	415	212	263	162	140	131	223	210	216	114	LT	LT	335	145	447	289		
2 SUN.		10.30A	36																													
10.30 - 11.00									A	2.3	11	187	1610	502	219	502	262	343	209	240	122	321	300	309	117	LT	LT	279	123	508	284	
KIDS ARE PEOPLE TOO II						4	114	103	A	2.9	13	236	1614	376	207	376	225	300	221	122	50	253	156	182	157	76	50	298	123	687	497	
1 SUN.		11.02A	20	ABC	CL	82	75	B	2.4	10	196	1710	403	207	410	208	278	185	125	116	276	187	214	151	61	43	411	148	613	439		
2 SUN.		11.06A	24																													
KWICKY KOALA SHOW						4	184	181	A	3.4	24	277	1440	68	36	68	32	58	58	36	LT	191	93	93	75	41	98	264	58	917	531	
SAT.		8.00A	30	CBS	CA	98	96	B	3.2	24	261	1414	134	48	135	31	60	74	48	61	188	77	77	40	80	111	138	30	953	592		
LAVERNE AND SHIRLEY						1	193		A	7.5	32	611	1779	114	64	114	114	114	114	LT	LT	159	123	159	159	36	LT	217	LT	1289	866	
2 SAT.		9.30A	30	ABC	CA		99	B	7.5	32	611	1779	114	64	114	114	114	114	LT	LT	159	123	159	159	36	LT	217	LT	1289	866		
MEET THE PRESS						52	135	129	A	3.2	13	261	1180	425	157	502	137	229	249	227	234	567	165	295	325	260	211	19	LT	92	LT	
SUN.		12.00N	30	NBC	CC	88	87	B	4.0	16	326																					
NAT'L LEAGUE-PLAYOFF-SAT(S)						209			A	7.8	24	636	1285	434	85	434	97	165	155	205	243	723	246	444	329	309	279	39	LT	89	47	
2 SAT.		1.00P	180	NBC	SE		99																									
1.00 - 1.30									A	5.0	16	408	1287	441	91	441	132	199	151	197	226	658	179	417	331	317	241	29	LT	159	113	
1.30 - 2.00									A	5.4	18	440	1236	445	100	445	91	140	122	186	289	658	143	352	277	307	306	61	LT	72	48	
2.00 - 2.30									A	8.1	26	660	1224	469	100	469	123	174	163	188	260	601	154	320	229	291	281	57	LT	97	69	
2.30 - 3.00									A	8.2	26	668	1305	419	70	419	97	149	157	197	228	730	288	469	325	282	261	36	LT	120	67	
3.00 - 3.30									A	9.0	27	734	1390	438	97	438	87	178	175	225	232	837	306	560	429	366	277	32	LT	83	27	
3.30 - 4.00									A	11.1	32	905	1248	404	66	404	78	156	141	212	238	775	310	476	346	299	299	27	LT	42	LT	
NAT'L LEAGUE PLAYOFF-SUN(S)						209			A	12.4	26	1011																				
2 SUN.		4.00P	173	NBC	SE		99																									
4.30 - 5.00									A	10.2	22	831																				
5.00 - 5.30									A	10.8	24	880																				
5.30 - 6.00									A	12.8	27	1043																				
6.00 - 6.30									A	13.5	27	1100																				
6.30 - 7.00									A	13.5	27	1100																				
NBC MAJOR LEAGUE PRE GAME						15	199		A	4.7	15	383	1358	282	LT	282	120	120	65	115	162	753	334	489	229	252	264	203	LT	120	76	
1 SAT.		2.00P	19	NBC	SC		96	B	4.6	18	375																					
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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11												
													WOMEN					MEN																			
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+													
WEEKEND DAYTIME CONT'D																																					
NBC MAJOR LEAGUE GAME													15	199	A	5.2	15	424																			
1 SAT. 2.19P 164 NBC SE													96	B	6.2	21	505																				
2.30 - 3.00													A	4.7	14	383																					
3.00 - 3.30													A	4.7	14	383																					
3.30 - 4.00													A	5.1	15	416																					
4.00 - 4.30													A	5.9	16	481																					
4.30 - 5.00													A	6.1	16	497																					
NCAA FOOTBALL PRE GAME													4	213	211	A	5.8	22	473																		
1 SAT. 12.00N 23 ABC SC													99	99	B	6.3	24	513																			
2 SAT. 12.30P 17																																					
NCAA FOOTBALL GAME													4	213	211	A	9.0	29	734																		
1 SAT. 12.24P 179 ABC SE													99	99	B	9.4	31	766																			
2 SAT. 12.47P 178																																					
12.30 - 1.00													A	7.5	28	611																					
1.00 - 1.30													A	9.3	32	758																					
1.30 - 2.00													A	9.4	31	766																					
2.00 - 2.30													A	8.8	28	717																					
2.30 - 3.00													A	9.5	29	774																					
3.00 - 3.30													A	9.9	30	807																					
NCAA FOOTBALL POST GAME													4	209	211	A	8.7	25	709																		
1 SAT. 3.22P 21 ABC SC													99	99	B	8.9	26	725																			
2 SAT. 3.45P 15																																					
NCAA FOOTBALL GAME 2													2	209	A	10.0	24	815																			
1 SAT. 3.43P 192 ABC SE													99	B	12.2	28	994																				
4.00 - 4.30													A	9.2	25	750																					
4.30 - 5.00													A	8.5	22	693																					
5.00 - 5.30													A	9.2	23	750																					
5.30 - 6.00													A	11.6	28	945																					
6.00 - 6.30													A	11.4	25	929																					
6.30 - 7.00													A	10.6	22	864																					
NCAA FOOTBALL POST 2													1	168	A	8.7	19	709	1327	502	236^	502	154^	300^192^	193^202^	569	144^	306^306^	250^263^	194^158^	62v	41v					
1 SAT. 6.48P 12 ABC SE													81	B	8.7	19	709	1327	502	236	502	154	300	192	193	202	569	144	306	306	250	263	194	158	62	41	
NEW FAT ALBERT SHOW													4	161	165	A	6.1	20	497	1513	264	75^	330	121^	135^152^	103^142^	379	258	295	109^	105^72^	196^58v	608	425			
SAT. 1.00P 30 CBS CA													92	92	B	5.6	19	456	1608	373	171	484	209	289	212	202	152	344	190	222	91	119	103	216	83	564	356
NFL '81-NBC PRE													4	159	166	A	4.8	17	391	1473	321	212^	439	241^	304^217^	156^117^	834	320	583	491	378	215^	80^	LT	120^	44v	
SUN. 12.30P 30 NBC SC													88	87	B	4.8	18	391	1525	400	162	487	215	292	228	177	153	799	299	546	452	392	211	113	23	126	70
NFL FOOTBALL GAME 1-NBC													4	202	213	A	10.8	28	880																		
1 SUN. 1.00P 186 NBC SE													81	99	B	12.6	34	1027																			
2 SUN. 1.00P 195																																					
1.00 - 1.30													A	9.0	27	734																					
1.30 - 2.00													A	10.7	30	872																					
2.00 - 2.30													A	10.8	28	880																					
2.30 - 3.00													A	10.1	26	823																					
3.00 - 3.30													A	11.0	27	897																					
3.30 - 4.00													A	11.8	28	962																					
4.00 - 4.30													A	12.5	27	1019																					

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 4

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
WEEKEND DAYTIME CONT'D																																					
NFL FOOTBALL GAME 2-NBC												10	211	A	17.3	38	1410																				
1 SUN. 4.00P 218 NBC SE												97	B	16.8	37	1369																					
4.00 - 4.30													A	8.4	20	685																					
4.30 - 5.00													A	14.0	34	1141																					
5.00 - 5.30													A	18.9	44	1540																					
5.30 - 6.00													A	19.5	44	1589																					
6.00 - 6.30													A	19.0	40	1549																					
6.30 - 7.00													A	17.9	37	1459																					
7.00 - 7.30													A	16.9	33	1377																					
7.30 - 8.00													A	15.2	28	1239																					
DATA NOT AVAILABLE																																					
NFL FOOTBALL POST-NBC												3	208	A	10.1	19	823	1838	593	154^	649	254^	372	381	296	224^	763	261^	469	448	383	248^	147^	94^	279^	181^	
2 SUN. 7.17P 13 NBC SC												98	B	8.1	18	660	1648	507	177	545	202	300	303	228	198	721	252	433	440	356	237	186	47	196	130		
NFL FOOTBALL POST-NBC												1	100	A	2.3	5	187	1513	219v	219v	342^	187v	283v	160v	96v	59v	764^	224v	481^	578^	439^	186v	224v	LT	183v	124v	
1 SUN. 3.48P 12 NBC SC												31	B	2.3	5	187	1513	219	219	342	187	283	160	96	59	764	224	481	578	439	186	224	LT	183	124		
POPEYE/OLIVE COMEDY SHOW												4	190	188	A	7.0	28	571	1275	294	67^	296	166^	245	160^	130^	27v	157^	85^	139^	99^	72^	18v	209^	146^	613	289
SAT. 10.30A 30 CBS CA												98	97	B	7.1	29	579	1412	317	104	339	209	278	178	120	40	265	165	227	146	81	33	184	101	624	316	
RICHIE RICH/SCOOBY DOO-1												4	187	190	A	6.0	27	489	1605	109^	83^	164^	119^	119^	82^	34v	16v	175^	110^	139^	117^	50v	36v	275	132^	991	670
SAT. 10.00A 30 ABC CA												97	98	B	5.8	27	473	1641	131	91	179	123	134	90	41	22	144	66	107	96	59	37	345	178	973	605	
RICHIE RICH/SCOOBY DOO-2												4	191	193	A	7.0	31	571	1665	120^	95^	170^	124^	124^	95^	35v	11v	220	140^	173^	151^	50v	47v	295	130^	980	662
SAT. 10.30A 30 ABC CA												98	99	B	6.9	30	562	1705	167	96	215	153	174	121	50	16	179	101	140	123	53	39	353	183	990	900	
SCHOOLHOUSE ROCK-8.26AM												4	172	172	A	3.4	19	277	1812	283^	105v	337^	286^	286^	185^	LT	51v	341^	239^	283^	185^	65v	58v	131^	28v	1003	661
SAT. 8.26A 4 ABC CN												90	90	B	3.3	21	269	1742	260	53	305	202	278	188	82	27	201	143	166	113	39	30	242	53	994	592	
SCHOOLHOUSE ROCK-10.55AM												4	191	193	A	6.0	26	489	1632	133^	99^	178^	123^	123^	103^	41v	14v	216^	136^	170^	150^	46v	46v	315	134^	923	612
SAT. 10.55A 4 ABC CN												98	99	B	6.0	26	489	1689	186	104	231	167	191	123	51	17	188	98	141	120	59	42	335	168	935	552	
SCHOOLHOUSE ROCK-11.56AM												4	174	174	A	4.8	18	391	1491	342	201^	398	151^	187^	135^	156^	179^	266^	136^	176^	176^	64v	90^	279^	133^	548	338
SAT. 11.55A 4 ABC CN												93	93	B	5.0	20	408	1367	305	166	353	161	226	152	122	111	198	117	147	138	49	48	252	107	564	317	
SCHOOLHOUSE ROCK-11.55AM												42	82	A	2.3	9	187	1401	69v	69v	69v	69v	69v	69v	LT	LT	123v	123v	123v	123v	LT	LT	150v	LT	1059^	631^	
2 SUN. 11.55A 4 ABC CN												61	B	2.7	11	220																					
SCOOBY DOO CLASSICS												3	194	A	6.5	27	530	1564	178^	74v	219^	158^	158^	73v	33v	38v	111v	50v	50v	64v	41v	47v	185^	96v	1049	777	
1 SAT. 9.30A 30 ABC CA												99	B	6.6	29	538	1739	152	70	184	127	148	64	48	23	150	59	92	80	52	53	293	166	1112	737		
SMURFS I												4	198	198	A	5.7	32	465	1572	201^	127^	201^	107^	171^	101^	71^	23v	268	146^	180^	107^	94^	69^	229^	101^	874	613
SAT. 8.30A 30 NBC CA												98	98	B	5.4	31	440	1494	162	92	163	70	141	109	80	13	185	94	136	91	76	36	174	72	972	685	
SMURFS II												4	197	198	A	7.6	36	619	1553	129^	62^	161^	81^	129^	78^	60^	24v	210	121^	146^	82^	65^	64^	206	86^	976	691
SAT. 9.00A 30 NBC CA												98	98	B	7.5	36	611	1529	128	70	146	71	123	89	64	14	162	90	114	75	61	32	202	75	1019	720	
SPACE STARS I												4	190	174	A	4.8	20	391	2090	277^	200^	338	203^	292^	205^	117^	35v	411	303^	361	219^	87^	50v	223^	55v	1118	712
SAT. 10.30A 30 NBC CA												94	33	B	4.7	20	383	1836	216	116	248	118	180	121	77	62	321	235	275	178	66	35	206	57	1061	714	
SPACE STARS II												4	190	174	A	5.0	21	408	1895	307	231^	353	201^	303	245^	131^	38v	404	303	362	228^	84^	42v	235^	95^	903	562
SAT. 11.00A 30 NBC CA												95	83	B	4.7	20	383	1857	279	151	303	156	225	165	97	67	375	282	321	184	74	35	214	93	965	620	
SPIDER-MAN & FRIENDS												4	191	187	A	5.8	23	473	1905	349	194^	360	152^	268	211^	160^	82^	349	244^	324	190^	105^	25v	183^	113^	1013	592
SAT. 11.30A 30 NBC CA												94	92	B	5.4	22	440	1917	312	138	318	131	226	176	134	82	306	232	279	143	67	27	166	77	1127	678	

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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+				
WEEKEND DAYTIME CONT'D																														
SPORTSWORLD-SAT																														
2	SAT.	4.00P	90	NBC SA		2	174	A	6.4	17	522	1297	200^	56v	258^	88v	109v	116v	113v	142^	846	292^	488	452^	398^	316^	34v	34v	159^	114v
		4.00 - 4.30					91	B	6.4	18	522																			
		4.30 - 5.00						A	6.5	19	530	1258	208^	42v	241^	83v	105v	105v	128^	136^	768	204^	454	454	396^	314^	70v	70v	179^	142^
		5.00 - 5.30						A	7.1	19	579	1250	173^	35v	200^	81v	81v	81v	61v	119^	856	286^	464	490	404^	320^	28v	28v	166^	126^
								A	5.6	14	456	1404	228^	97v	353^	103v	149^	166^	160^	187^	924	401^	554	402^	395^	316^	LT	LT	127v	61v
SUNDAY MORNING																														
	SUN.	9.00A	90	CBS N		5	147	A	4.5	24	367	1520	692	311^	746	223^	365	352	374	323^	640	253^	383	323^	278^	206^	49v	LT	85^	47v
		9.00 - 9.30					87	B	4.3	23	350																			
		9.30 - 10.00						A	3.9	23	318	1648	759	340^	772	281^	432	356^	324^	308^	666	292^	378^	359^	255^	219^	LT	LT	199^	98^
		10.00 - 10.30						A	4.7	25	383	1418	645	293^	708	141^	311^	288^	397	350	583	198^	309^	274^	273^	207^	54v	LT	73v	45v
								A	4.9	24	399	1516	694	311	777	260^	373	414	397	316	677	273^	461	344	309	195^	62v	LT	LT	LT
SUPERFRIENDS																														
	SAT.	8.00A	30	ABC CA		4	172	A	3.0	18	245	1686	298^	106v	364^	278^	278^	175^	LT	86v	290^	216^	241^	155^	32v	49v	142^	24v	890	608
							89	B	3.1	21	253	1603	273	51	322	191	280	190	93	42	178	135	148	98	24	22	236	52	867	524
TARZAN/L.RANGER/ZORRO HR1																														
	SAT.	11.30A	30	CBS CA		4	168	A	5.5	22	448	1248	204^	88^	264^	206^	237^	153^	58v	12v	176^	142^	161^	106^	34v	15v	136^	75^	672	310
							94	B	6.1	24	497	1463	285	98	343	244	279	173	67	48	257	172	209	141	69	39	170	77	693	377
TARZAN/L.RANGER/ZORRO HR2																														
	SAT.	12.00N	30	CBS CA		4	170	A	6.0	23	489	1333	199^	53v	283	171^	199^	143^	71^	53v	264	174^	214^	146^	90^	42v	95^	48v	691	355
							95	B	6.4	25	522	1532	292	85	356	224	259	170	87	77	284	186	229	185	87	42	165	34	727	425
30 MINUTES																														
	1 SAT.	1.30P	30	CBS DN		3	159	A	3.3	11	269	1572	478^	226^	608^	368^	368^	356^	182v	99v	455^	120v	294^	220v	286^	115v	145v	145v	364^	339^
							90	B	3.4	12	277	1553	468	232	641	331	404	276	262	166	315	107	194	129	169	86	211	120	386	246
THUNDARR THE BARBARIAN																														
						4	173	A	4.9	19	399	1524	319	206^	364	158^	196^	156^	133^	128^	309	186^	228^	186^	61v	81^	292^	135^	559	359
	SAT.	11.30A	30	ABC CA			93	B	5.1	21	416	1471	304	168	348	167	241	172	119	88	235	156	188	152	48	41	272	120	616	364
TCM AND JERRY COMEDY SHOW																														
	SAT.	12.30P	30	CBS CA		4	155	A	6.0	21	489	1589	258	79^	326	177^	220^	165^	81^	84^	300	192^	230^	165^	108^	63^	175^	32v	788	440
							89	B	5.8	21	473	1608	271	97	355	191	233	172	92	98	314	187	240	164	127	63	195	33	744	434
TROLLKINS																														
	SAT.	8.30A	30	CBS CA		4	189	A	4.2	22	342	1433	112^	24v	112^	88v	112^	44v	24v	LT	135^	102^	102^	102^	33v	33v	209^	46v	977	491
							97	B	4.0	22	326	1456	156	42	156	90	117	93	51	15	143	82	82	73	61	61	153	28	1004	570

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,380 25.0				32,840 40.3								
	ABC TV					← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL LOS ANGELES VS CHICAGO (9:00-11:48PM)(-OP) (SUSTAINING 11:48-12:11AM) →								
	AVERAGE AUDIENCE (Households (000) & %)					14,750 18.1	15.9*			17,930 22.0	22.4*			24.7*		25.2*	22.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 14.7	26 *	19.7	20.7	32 * 22.1	34 * 22.6	24.8	24.6	38 * 25.1	40 * 25.4	22.8	37 21.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,810 19.4		14,340 17.6		21,270 26.1		18,340 22.5		16,790 20.6				
	CBS TV					WKRP IN CINCINNATI (R)		TWO OF US (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		← LOU GRANT (R) →				
	AVERAGE AUDIENCE (Households (000) & %)					13,770 16.9		12,880 15.8		18,010 22.1		16,300 20.0		12,710 15.6	15.8*		15.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.1	17.7	25 15.5	16.2	33 21.5	30 22.7	20.5	20.5	27 16.1	26 * 15.6	15.8	27 * 14.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,320 18.8				18,260 22.4								
	NBC TV					← HOYT AXTON SHOW (OP) →				← NBC MONDAY NIGHT MOVIES THE SECRET LOVE OF MARILYN MONROE(R)(OP) →								
	AVERAGE AUDIENCE (Households (000) & %)					11,330 13.9	13.7*			11,330 13.9	14.1*			14.0*		14.0*	13.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.4	22 *	14.2	14.1	22 14.1	21 * 14.0	14.0	14.0	21 * 14.0	23 * 14.5	13.5	24 * 13.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,990 23.3				32,520 39.9								
	ABC TV					← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL ATLANTA VS PHILADELPHIA (9:00-12:07AM)(-OP) (SUSTAINING 12:07-12:12AM) →								
	AVERAGE AUDIENCE (Households (000) & %)					14,910 18.3	16.8*			18,910 23.2	23.2*			24.9*		25.2*	21.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.1	26 *	19.1	20.5	38 22.5	35 * 23.8	24.5	25.3	37 * 25.3	37 * 25.1	21.7	32 * 21.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,170 22.3				22,580 27.7								
	CBS TV					← STUNTMEN RAIDERS OF THE LOST ARK(OP) →				← MIRACLE OF KATHY MILLER →								
	AVERAGE AUDIENCE (Households (000) & %)					13,450 16.5	16.5*			16,140 19.8	17.4*			18.9*		20.5*	22.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.2	25 *	16.9	15.9	30 16.9	26 * 17.9	18.7	19.2	28 * 19.2	30 * 20.4	20.7	35 * 22.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,380 25.0				22,250 27.3								
	NBC TV					← LITTLE HOUSE-PAIRIE (OP) →				← NBC MONDAY NIGHT MOVIES SIDNEY SHORR(SUS-OP) →								
	AVERAGE AUDIENCE (Households (000) & %)					16,630 20.4	20.1*			15,080 18.5	17.7*			18.4*		19.1*	18.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 19.6	31 *	20.8	20.5	28 17.6	26 * 17.8	18.3	18.4	27 * 18.4	28 * 19.1	19.0	30 * 19.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.4	55.3	56.9	58.7	59.8	62.1	63.3	64.4	66.8	67.0	66.0	65.1	62.5	60.5	57.4	54.4
		WK. 2	54.2	56.9	58.7	60.8	63.8	66.3	67.7	68.6	67.9	68.1	68.5	68.1	68.0	66.7	65.1	62.8
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A

EVE. MON. OCT. 5, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.29, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,600 21.6		17,600 21.6		21,190 26.0		25,350 31.1					
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)						HART TO HART (R)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)						14,830 18.2		16,220 19.9		18,830 23.1		19,150 23.5				24.4*	23.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 16.8	19.6	32 19.1	20.7	37 21.9	24.3	39 22.5	22.8* 36 *			41 *	41 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,560 24.0								13,770 16.9			
	CBS TV										HIGH NOON PART TWO THE RETURN OF WILL KANE(R)(OP)						UNIT 4	
	AVERAGE AUDIENCE (Households (000) & %)						12,230 15.0								10,600 13.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 12.9	13.5* 23 *		14.9* 24 *		15.3* 24 *	16.3* 26 *		22 12.8	12.9* 22 *		13.0* 23 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,550 15.4				14,830 18.2							
	NBC TV									PROJECT PEACOCK (R)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)						9,050 11.1				8,560 10.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 10.4	10.3* 18 *		11.9* 19 *	9.3* 15 *		9.8* 16 *			11.0* 19 *		11.8* 21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						26,320 32.3				26,320 32.3				23,720 29.1			
	ABC TV									HAPPY DAYS			THREE'S COMPANY (OP)				HART TO HART	
	AVERAGE AUDIENCE (Households (000) & %)						20,950 25.7				21,030 25.8				18,910 23.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						40 22.0	23.6* 37 *		27.8* 42 *	24.7* 37 *		26.9* 40 *		23.2 37	23.3* 37 *		23.1* 38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)										24,450 30.0							
	CBS TV										CBS NEWS SPEC. RPT. 8PM (SUS)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)										14,180 17.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %										27 18.8	18.4* 28 *		17.2* 25 *		17.2* 27 *		16.6* 27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,450 11.6	21,270 26.1										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,050 11.1	11,250 13.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 11.1	21 10.9		11.2* 18 *		13.0* 20 *		14.4* 21 *		15.8* 24 *		15.8* 25 *
TV HOUSEHOLDS USING TV		WK. 1	53.8	55.7	55.8	57.0	57.2	60.1	62.2	62.8	62.2	63.2	63.0	62.7	59.7	58.9	57.7	54.7
(See Def. 1)		WK. 2	59.9	59.8	58.8	59.5	61.9	64.4	64.8	66.5	66.4	67.2	67.8	68.1	64.7	62.4	61.5	59.7

U.S. TV Households: 81,500,000

(1) NAT'L LEAGUE-PRE GAME-TUE, NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.30, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,420 22.6				23,470 28.8								
	ABC TV					GREATEST AMERICAN HERO (R)(OP)					MANIONS OF AMERICA-PT 1							
	AVERAGE AUDIENCE (Households (000) & %)					13,450 16.5	15.8*		17.2*	15,080 18.5	19.1*		18.6*		18.9*		17.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.5	27 *	16.1	28 *	31 19.2	31 *		29 *		32 *		31 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,890 19.5				21,350 26.2								
	CBS TV					BOY NAMED CHARLIE BROWN (R)(OP)					CBS WEDNESDAY NIGHT MOVIE YOUNG LOVE, FIRST LOVE(R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,430 12.8	12.6*		13.0*	13,200 16.2	13.0*		15.5*		17.6*		18.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.5	21 *	12.7	21 *	27 12.4	21 *		24 *		29 *		33 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,290 24.9				16,540 20.3		16,300 20.0		13,690 16.8				
	NBC TV					REAL PEOPLE (OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(OP)		SOPHISTICATED GENTS PT 2				
	AVERAGE AUDIENCE (Households (000) & %)					15,490 19.0	18.2*		19.7*	15,080 18.5		14,750 18.1		9,130 11.2	11.7*		10.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 17.1	31 *		32 *	30 18.1		29 19.0		19 12.5	20 *		19 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,750 4.6				23,060 28.3												
	ABC TV	ABC WORLD NEWS- WED(B) (7:03-7:30PM) (S)(OP)					AMER. LGE DIV SERIES GM 3 NY YANKEES VS MILWAUKEE (9:00-11:05PM)(-OP)(OP) (SUSTAINING 11:05-11:14AM)											
	AVERAGE AUDIENCE (Households (000) & %)	3,260 4.0				11,170 13.7	11.6*		12.8*		13.7*		13.7*		14.4*		15.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7 3.9	4.1			22 11.6	19 *		20 *		21 *		21 *		22 *		24 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,380 25.0		19,640 24.1		32,930 40.4								
	CBS TV					MR. MERLIN		WKRP IN CINCINNATI (OP)		COWARD OF THE COUNTY								
	AVERAGE AUDIENCE (Households (000) & %)					17,690 21.7		17,770 21.8		25,350 31.1	28.9*		31.3*		32.1*		32.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 20.7	22.6	34 21.5	22.0	48 27.7	44 *		47 *		50 *		52 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,840 26.8				14,670 18.0		13,450 16.5		12,140 14.9				
	NBC TV					REAL PEOPLE (OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		NICHOLS & DYMES				
	AVERAGE AUDIENCE (Households (000) & %)					15,970 19.6	17.8*		21.5*	13,120 16.1		11,740 14.4		8,480 10.4	11.3*		9.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 17.0	28 *		33 *	24 15.9		22 16.3		17 14.6	18 *		15 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.9	52.9	54.8	55.7	58.1	60.0	61.4	62.3	62.2	62.6	63.6	63.0	60.1	59.3	57.2	55.6
		WK. 2	56.8	58.1	59.4	60.7	62.0	63.6	64.6	65.4	65.7	66.5	66.2	65.8	64.0	63.3	62.8	61.9
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A.

EVE.WED. OCT.7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,400 18.9		15,490 19.0		20,950 25.7							
	ABC TV					WORK & MINDY (R)		BEST OF THE WEST						MANIONS OF AMERICA-PT 2 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,200 16.2		13,690 16.8		13,450 16.5							
	SHARE OF AUDIENCE %					28		28		29		16.2*		16.2*		16.5*	16.9*
	AVG. AUD. BY ¼ HR. %					15.4	17.0	16.4	17.3	16.6	15.8	16.1	16.3	16.4	16.6	17.1	16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,150 23.5				17,200 21.1				16,220 19.9			
	CBS TV							MAGNUM, P.I. (R)(OP)				NURSE (R)					KNOTS LANDING (R)
	AVERAGE AUDIENCE (Households (000) & %)					14,590 17.9				13,040 16.0				12,390 15.2			
	SHARE OF AUDIENCE %					30	17.5*		18.4*	26	15.3*		16.7*	28	15.3*		15.1*
	AVG. AUD. BY ¼ HR. %					17.1	17.8	18.5	18.3	14.9	15.7	16.4	16.9	15.5	15.2	15.3	14.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,350 26.2								12,800 15.7			
	NBC TV																SOPHISTICATED GENTS PT 3
	AVERAGE AUDIENCE (Households (000) & %)					11,740 14.4								9,940 12.2			
	SHARE OF AUDIENCE %					24	12.3*		12.6*		15.9*		16.8*	22	12.2*		12.1*
	AVG. AUD. BY ¼ HR. %					12.5	12.1	12.5	12.8	15.6	16.2	16.7	16.8	12.3	12.1	12.1	12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,520 21.5		15,000 18.4		14,100 17.3		14,510 17.8		15,000 18.4			
	ABC TV					(SUS-OP)		WORK & MINDY		BEST OF THE WEST		BOSOM BUDDIES		TAXI (OP)			20/20
	AVERAGE AUDIENCE (Households (000) & %)					14,670 18.0		13,370 16.4		12,710 15.6		12,880 15.8		11,170 13.7			
	SHARE OF AUDIENCE %					31		27		24		24		22		14.2*	13.2*
	AVG. AUD. BY ¼ HR. %					17.2	18.7	16.1	16.7	15.2	15.9	15.5	16.2	14.8	13.5	13.5	13.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,620 25.3				30,480 37.4							
	CBS TV							MAGNUM, P.I. (OP)									CAGNEY AND LACEY
	AVERAGE AUDIENCE (Households (000) & %)					16,300 20.0				21,430 26.3							
	SHARE OF AUDIENCE %					34	18.7*		21.2*	42	23.9*		26.5*		27.7*		27.0*
	AVG. AUD. BY ¼ HR. %					18.2	19.2	20.9	21.6	23.3	24.6	26.2	26.7	27.7	27.7	27.4	26.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,510 12.9	20,860 25.6										
	NBC TV					(1) (OP)											NAT'L LEAGUE-PLAYOFF-THU PHILADELPHIA VS MONTREAL
	AVERAGE AUDIENCE (Households (000) & %)					9,780 12.0	11,000 13.5										
	SHARE OF AUDIENCE %					22	22		13.6*		14.0*		13.4*		13.7*		13.8*
	AVG. AUD. BY ¼ HR. %					12.0	11.7	13.3	14.0	14.1	14.0	13.6	13.2	13.4	14.0	14.5	13.1
TV HOUSEHOLDS USING TV		WK. 1	51.5	53.1	53.6	55.6	57.3	58.7	59.3	60.7	60.9	61.0	61.2	60.5	56.1	55.1	54.1
(See Def. 1)		WK. 2	55.2	55.2	55.3	57.8	57.0	58.7	59.7	62.4	64.0	64.7	64.9	64.8	63.4	62.1	60.5

U.S. TV Households: 81,500,000

(1) NAT'L LEAGUE-PRE GAME-THU, NBC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.THU. OCT.8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.2, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,180 17.4		12,960 15.9		18,010 22.1							
	ABC TV					BENSON (R)		IT'S A LIVING (R)(OP)						MANIONS OF AMERICA-PT 3			
	AVERAGE AUDIENCE (Households (000) & %)					12,710 15.6		11,820 14.5		12,230 15.0		14.7*		15.0*		15.4*	14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					28 15.1	16.0	25 14.1	15.0	26 14.8	25 *	14.9	25 *	15.0	28 *	15.2	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,850 21.9				22,740 27.9				20,050 24.6			
	CBS TV							INCREDIBLE HULK (OP)				DUKES OF HAZZARD (R)				DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)					13,120 16.1	14.4*		17.7*	18,170 22.3	21.2*		23.3*	16,140 19.8	19.3*		20.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					28 14.0	26 *		30 *	38 20.3	36 *	23.1	40 *	36	35 *		37 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,570 14.2				16,540 20.3							
	NBC TV							NBC MAGAZINE (OP)						NBC FRIDAY NIGHT MOVIE JET PILOT(SUS-OP)(OP) (9:00-10:55PM)			
	AVERAGE AUDIENCE (Households (000) & %)					8,880 10.9	11.1*		10.8*	9,210 11.3	11.2*		10.4*		11.6*		12.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					19 11.4	20 *		19 *	20 11.5	19 *	10.4	18 *		21 *		22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,700 25.4											
	ABC TV													AMER. LGE DIV SERIES GM 5 MILWAUKEE VS NY YANKEES(OP) KANSAS CITY VS OAKLAND(OP) MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)					10,680 13.1	11.0*		12.5*		13.8*		14.8*		13.2*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					22 10.7	21 *		22 *	23 *	24 *	14.4	24 *		21 *		22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,620 25.3				26,240 32.2				29,670 36.4			
	CBS TV							INCREDIBLE HULK (OP)				DUKES OF HAZZARD				DALLAS	
	AVERAGE AUDIENCE (Households (000) & %)					15,970 19.6	18.0*		21.2*	21,430 26.3	25.3*		27.2*	26,000 31.9	32.0*		31.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					34 16.6	32 *		36 *	43 24.7	41 *	26.5	44 *	52	51 *		53 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,990 4.9				14,020 17.2				15,320 18.8							
	NBC TV	NBC NIGHTLY NEWS- FRI(B)						NBC MAGAZINE (OP)						NBC FRIDAY NIGHT MOVIE KILLER FISH(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,340 4.1				9,450 11.6	11.8*		11.4*	9,050 11.1	10.3*		11.2*		11.5*		11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	8 4.1	4.1			20 12.4	21 *		19 *	18 10.1	17 *	11.1	18 *		18 *		19 *
TV HOUSEHOLDS USING TV		WK. 1	52.4	53.8	55.5	55.6	56.1	56.4	57.5	58.8	58.8	59.0	59.1	58.8	56.3	55.6	55.0
(See Def. 1)		WK. 2	53.9	54.0	53.3	54.0	54.9	56.8	58.1	60.0	61.1	61.4	61.9	62.5	62.4	62.2	60.8
U.S. TV Households: 81,500,000																	

EVE.FRI. OCT.9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.3, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					22,010 27.0								14,910 18.3			
	ABC TV		NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							LOVE BOAT (R)(OP)					FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,200 16.2	12.8*		14.2*		18.4*		19.3*	11,820 14.5	14.8*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	1.5	1.0	<<		28 12.1	23 13.4		24 14.5		32 19.2		34 18.7	28 15.1	28 14.5		29 14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,440 21.4				18,990 23.3							
	CBS TV						WALT DISNEY THE LOVE BUG, PART 2(OP)					CBS SAT. NIGHT MOVIE RED FLAG: THE ULTIMATE GAME						
	AVERAGE AUDIENCE (Households (000) & %)	{					13,280 16.3	15.6*		17.0*	10,840 13.3	13.6*		13.5*		13.1*		12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 15.3	28 15.9		29 17.4	25 14.2	23 13.0		24 13.3		25 13.5		26 12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,160 18.6				17,600 21.6							
	NBC TV						BARBARA MANDRELL (OP)					NBC SATURDAY NIGHT MOVIES TILT(SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{					12,140 14.9	14.9*		14.9*	10,020 12.3	12.7*		11.5*		12.4*		12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 14.8	27 15.0		26 14.9	23 12.8	22 12.6		20 11.4		24 12.5		26 13.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					28,850 35.4								20,290 24.9			
	ABC TV						LOVE BOAT (OP)								FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)	{					20,620 25.3	21.2*		24.7*		27.7*		27.7*	16,300 20.0	19.3*		20.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					42 20.0	37 22.5		42 25.3		46 28.1		46 27.1	36 19.2	34 19.5		39 21.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,770 21.8				19,320 23.7							
	CBS TV						WALT DISNEY HERBIE RIDES AGAIN, PART 1(OP)					CBS SAT. NIGHT MOVIE HERO AT LARGE						
	AVERAGE AUDIENCE (Households (000) & %)	{					13,370 16.4	16.1*		16.8*	12,390 15.2	14.3*		14.4*		16.0*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 15.8	28 16.4		28 16.7	26 14.7	24 14.0		24 14.3		28 16.4		30 15.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,370 11.5	17,360 21.3									7,990 9.8	
	NBC TV						(1) (OP)				NAT'L LEAGUE-PLAYOFF-SAT HOUSTON VS LOS ANGELES (8:15-10:35PM)(OP)						STOCKERS (10:35-11:05PM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,800 10.8	10,350 12.7		10.9*		12.6*		13.7*		15.2*	5,950 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					20 10.8	22 10.4		19 10.9		21 13.1		22 13.5		26 15.1	14 7.8	
TV HOUSEHOLDS USING TV			WK. 1	50.8	51.8	52.2	53.5	55.3	56.5	57.7	58.8	58.1	58.5	57.8	55.9	52.9	51.3	50.2
(See Def. 1)			WK. 2	52.6	54.5	55.2	54.9	57.2	58.5	59.0	59.8	60.7	61.0	61.0	60.0	56.8	56.7	49.2

U.S. TV Households: 81,500,000

(1) NAT'L LEAGUE-PRE GAME-SAT, NBC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.10, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,970 6.1														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.0														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			11,170 13.7												
	NBC TV				SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 11:30-12:50AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			6,850 8.4	9.6*		8.0*		7.3*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			27 9.9	27* 9.2		27* 8.0		28* 7.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,620 6.9														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,480 5.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.9	5.1													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			11,410 14.0												
	NBC TV				SATURDAY NIGHT (11:35-1:05AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			6,280 7.7	9.2*		8.0*		6.5*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			25 7.9	25* 9.5		25* 8.5		24* 7.5							
TV HOUSEHOLDS USING TV WK. 1		45.9	42.6	37.2	33.5	30.0	28.5	26.5	25.6	22.3	18.8	16.1	14.4	13.3	12.6	11.4	10.1
(See Def. 1) WK. 2		47.5	43.5	38.8	36.0	32.8	29.9	28.0	26.1	23.1	20.6	18.0	16.3	15.0	13.4	11.5	9.8

U.S. TV Households: 81,500,000
(1) STOCKERS, NBC, (10:35-11:05PM)(S)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.4, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 10,840 13.3		{ 17,600 21.6		{ 18,500 22.7		{ 18,500 22.7		{ 18,500 22.7		{ 18,500 22.7		{ 18,500 22.7		{ 18,500 22.7			
		THEATER/YOUNG AMERICANS THE HAVE(OP) GUINNESS BK-WORLD RECORDS ABC SUNDAY NIGHT MOVIE THE MISTRESS OF PARADISE(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 7,420 9.1		{ 12,630 15.5		{ 12,630 15.5		{ 12,630 15.5		{ 12,630 15.5		{ 12,630 15.5		{ 12,630 15.5		{ 12,630 15.5		{ 12,630 15.5	
		SHARE OF AUDIENCE %	{ 16		{ 25		{ 25		{ 25		{ 25		{ 25		{ 25		{ 25		{ 25	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 23,470 28.8		{ 19,230 23.6		{ 18,990 23.3		{ 19,720 24.2		{ 20,130 24.7		{ 20,130 24.7		{ 20,130 24.7		{ 20,130 24.7			
		60 MINUTES ARCHIE BUNKER'S PLACE (OP) ALICE JEFFERSONS TRAPPER JOHN, M.D.																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 16,710 20.5		{ 15,000 18.4		{ 17,850 21.9		{ 18,170 22.3		{ 16,460 20.2		{ 20,7* 33		{ 19.7* 33		{ 19.7* 33		{ 19.7* 33	
		SHARE OF AUDIENCE %	{ 36		{ 30		{ 31		{ 33		{ 33		{ 33		{ 33		{ 33		{ 33	
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 16,710 20.5		{ 18,990 23.3		{ 18,990 23.3		{ 18,990 23.3		{ 18,990 23.3		{ 18,990 23.3		{ 18,990 23.3		{ 18,990 23.3			
		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST CHIPS (OP) NBC MOVIE OF THE WEEK-SUN GRAMBLING'S WHITE TIGER(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 12,390 15.2		{ 14,180 17.4		{ 14,180 17.4		{ 14,180 17.4		{ 14,180 17.4		{ 14,180 17.4		{ 14,180 17.4		{ 14,180 17.4		{ 14,180 17.4	
		SHARE OF AUDIENCE %	{ 33		{ 28		{ 25		{ 25		{ 25		{ 25		{ 25		{ 25		{ 25	
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 27,950 34.3		{ 12,880 15.8		{ 12,880 15.8		{ 12,880 15.8		{ 12,880 15.8		{ 12,880 15.8		{ 12,880 15.8		{ 12,880 15.8			
		AMER. LGE DIV SERIES GM 7 MILWAUKEE VS. NY YANKEES (7:00-10:00PM)(OP) ABC NEWS CLOSEUP HOORAY FOR HOLLYWOOD (10:00-11:00PM)(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 13,770 16.9		{ 16.3* 27		{ 17.9* 28		{ 21.7* 32		{ 21.7* 32		{ 7,250 8.9		{ 9.8* 15		{ 8.2* 14		{ 8.2* 14	
		SHARE OF AUDIENCE %	{ 27		{ 26		{ 28		{ 32		{ 32		{ 15		{ 15		{ 14		{ 14	
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 27,060 33.2		{ 17,850 21.9		{ 21,520 26.4		{ 20,700 25.4		{ 23,150 28.4		{ 24,940 30.6		{ 24,940 30.6		{ 24,940 30.6			
		(1) 60 MINUTES (7:22-8:22PM)(OP) ARCHIE BUNKER'S PLACE (8:22-8:52PM)(OP) ONE DAY AT A TIME (8:52-9:22PM)(OP) ALICE (9:22-9:52PM)(OP) JEFFERSONS (9:52-10:22PM)(OP) TRAPPER JOHN, M.D. (10:22-11:22PM)(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 19,720 24.2		{ 16,220 19.9		{ 18,170 22.3		{ 18,500 22.7		{ 20,130 24.7		{ 20,210 24.8		{ 25.0* 44		{ 25.1* 43		{ 25.1* 43	
		SHARE OF AUDIENCE %	{ 40		{ 40		{ 30		{ 33		{ 37		{ 44		{ 43		{ 43		{ 43	
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 8,640 10.6		{ 21,350 26.2		{ 22,330 27.4		{ 22,330 27.4		{ 22,330 27.4		{ 22,330 27.4		{ 22,330 27.4		{ 22,330 27.4			
		(2) (3) HERE'S BOOMER CHIPS (OP) NBC MOVIE OF THE WEEK-SUN FAMILY REUNION, PART 1(SUS-OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 8,230 10.1		{ 16,060 19.7		{ 15,320 18.8		{ 17.9* 29		{ 18.7* 28		{ 19.6* 31		{ 19.1* 33		{ 19.1* 33		{ 19.1* 33	
		SHARE OF AUDIENCE %	{ 19		{ 30		{ 32		{ 26		{ 28		{ 31		{ 33		{ 33		{ 33	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	53.4	55.0	57.8	59.6	59.1	60.1	61.7	64.1	64.7	66.6	67.0	66.2	63.6	61.9	60.2	58.2	
U.S. TV Households: 215,000,000			WK. 2	55.8	56.5	59.2	61.1	63.1	64.3	65.3	66.5	67.4	68.0	68.0	67.7	65.6	62.5	58.1	56.6	

U.S. TV Households: 81,500,000

(1) CBS NFL FTBL GM 2, VAR TMS&TMS, CBS, M-SEG TEL. (3) NFL FOOTBALL POST-NBC, NBC, (7:17-7:30PM)
 A-17 (2) NAT'L LEAGUE PLAYOFF-SUN, HOUSTON VS LOS ANGELES & MONTREAL VS PHILADELPHIA, NBC, (4:00-7:17PM)(S)

For explanation of symbols, See page A.

EVE.SUN. OCT.11, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,080 5.0														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.9														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,300 6.5														
	CBS TV		CBS SUNDAY NEWS-OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 6.0														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			1,550 1.9												
	NBC TV				← NBC LATE NIGHT MOVIE → VIVA KNIEVEL(R) (11:30-11:49PM) (SUSTAINING 11:49-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			1,550 1.9												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			6 1.8	2.0											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,500 4.3														
	ABC TV		ABC WEEKEND REPORT-SUN. (11:00-11:23PM) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,340 4.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 4.2	4.1													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,110 7.5														
	CBS TV		TRAPPER JOHN, M.D. (10:22-11:22PM) (-OP)	CBS SUNDAY NEWS-OSGOOD (11:22-11:37PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,710 7.0														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 25.6	7.5	6.5												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,850 3.5												
	NBC TV				← NBC LATE NIGHT MOVIE → MY KIDNAPPER MY LOVE(R) (11:30-12:19AM) (SUSTAINING 12:19-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			2,280 2.8												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7 2.9	2.5											
TV HOUSEHOLDS USING TV		WK 1	50.1	43.7	35.0	30.2	27.0	23.7	20.0	17.8	15.4	13.0	11.1	9.8	7.7	6.3	5.4
(See Def. 1)		WK 2	53.1	47.7	38.9	31.6	26.8	24.0	21.2	18.7	16.1	14.2	12.9	10.7	9.3	8.1	7.1
U S TV Households: 81,500,000																	

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,220 6.4				4,970 6.1											
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																		
		AVERAGE AUDIENCE (Households (000) & %)			3,990 4.9				4,080 5.0											
		SHARE OF AUDIENCE %			30				26											
		AVG. AUD. BY ¼ HR. %			4.9	5.1			5.1	5.0										
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,300 1.6		4,320 5.3										3,340 4.1		4,560 5.6			
		WAKE UP MORNING-KURALT&SAWYER ONE DAY AT A TIME-M-F ALICE-M-F																		
		AVERAGE AUDIENCE (Households (000) & %)	900 1.1		1,960 2.4	2.3*		2.4*		2.5*					2,610 3.2		3,990 4.9			
		SHARE OF AUDIENCE %	9		14	14 *		14 *		13 *					18		27			
		AVG. AUD. BY ¼ HR. %	1.0	1.2	2.1	2.5	2.4	2.4	2.4	2.6				3.0	3.4	4.7	5.0			
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,400 5.4				4,890 6.0						2,280 2.8		3,020 3.7			
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) LAS VEGAS GAMBIT BLOCKBUSTERS																		
		AVERAGE AUDIENCE (Households (000) & %)			3,420 4.2				3,990 4.9						1,960 2.4		2,610 3.2			
		SHARE OF AUDIENCE %			25				26						13		17			
		AVG. AUD. BY ¼ HR. %			4.0	4.3		4.9	4.9				2.3	2.4	3.1	3.2				
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,220 6.4				4,890 6.0											
		GOOD MORNING, AMERICA-730 (CO-OP) (SUS-OP) (PARTICIPATING) (SUS-OP) GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (SUS-OP) (SUS-OP) (SUS-OP) (SUS-OP)																		
		AVERAGE AUDIENCE (Households (000) & %)			4,240 5.2				4,080 5.0											
		SHARE OF AUDIENCE %			30				27											
		AVG. AUD. BY ¼ HR. %			5.0	5.4		4.9	5.0											
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,140 1.4												2,930 3.6		4,160 5.1			
		WAKE UP (MTUTHF) (OP) (SUS-OP) ONE DAY AT A TIME-M-F (MWTHTF) (SUS-OP) ALICE-M-F (SUS-OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	730 .9												2,280 2.8		3,590 4.4			
		SHARE OF AUDIENCE %	7												15		23			
		AVG. AUD. BY ¼ HR. %	.8	1.1										2.5	3.1	4.3	4.7			
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,480 5.5				5,130 6.3						2,530 3.1		3,100 3.8			
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (OP) (MWTHTF) TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (OP) (MWTHTF) (SUS-OP) LAS VEGAS GAMBIT (SUS-OP) BLOCKBUSTERS (MWTHTF) (SUS-OP)																		
		AVERAGE AUDIENCE (Households (000) & %)			3,590 4.4				4,240 5.2						2,040 2.5		2,610 3.2			
		SHARE OF AUDIENCE %			25				28						13		17			
		AVG. AUD. BY ¼ HR. %			4.3	4.6		5.2	5.1					2.4	2.6	3.1	3.3			
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	8.0	10.5	12.9	14.7	16.0	17.2	18.2	19.1	18.4	18.5	18.7	18.7	17.9	18.2	18.4	18.7
U.S. TV Households: 81,500,000					8.6	10.9	12.9	14.9	16.8	18.2	19.0	19.8	20.0	19.9	19.6	19.1	18.4	19.0	19.0	19.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{	6,520 8.0				5,460 6.7		7,010 8.6		9,700 11.9				9,290 11.4			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)>			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,650 5.7				4,650 5.7		5,790 7.1		7,420 9.1				7,500 9.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	30 5.2	28 * 5.5		6.0 * 5.8	30 * 6.2	25 5.5	30 5.9	7.1 7.0	34 8.3	33 * 8.9		36 * 9.6	34 9.7	8.6		
E	TOTAL AUDIENCE (Households (000) & %)	{	4,810 5.9		6,030 7.4				7,090 8.7				7,250 8.9				5,710 7.0	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS >(SUS-OP)				SEARCH FOR TOMORROW (MTWTF)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,240 5.2		5,300 6.5				5,050 6.2				5,380 6.6				5,130 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	28 5.0		33 5.4				26 5.9	6.0 * 6.2			26 * 6.4	25 6.4	24 * 6.5	7.0	26 * 6.9	23 6.2
K	TOTAL AUDIENCE (Households (000) & %)	{	4,080 5.0		3,260 4.0		2,360 2.9		2,930 3.6		5,380 6.6				4,480 5.5			
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS (M-W)(OP)		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD (SUS-OP)>			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.3		2,770 3.4		2,040 2.5		2,450 3.0		3,910 4.8				3,670 4.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 4.2		17 4.4		11 2.4	2.6	13 2.9	3.0	18 4.8	18 * 4.8		17 * 4.6	17 4.8	4.4		
1	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.3				5,790 7.1		6,440 7.9		10,190 12.5				10,270 12.6			
	ABC TV		LOVE BOAT DAYTIME (MTWTF)>(SUS-OP)				FAMILY FEUD (MTWTF)>(SUS-OP)		RYAN'S HOPE (MTWTF)(SUS-OP)		ALL MY CHILDREN (MTWTF)(OP) (SUS-OP)				ONE LIFE TO LIVE (MTWTF)(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,320 5.3				5,050 6.2		5,540 6.8		7,580 9.3				8,230 10.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	26 4.9	5.0 * 5.1		5.6 * 5.5	27 * 5.8	27 6.0	28 6.3	6.8 6.7	35 8.6	33 * 9.1		36 * 9.6	36 10.0	9.6 * 9.5	35 * 9.8	36 * 10.4
E	TOTAL AUDIENCE (Households (000) & %)	{	5,220 6.4		6,360 7.8				7,010 8.6				7,010 8.6				5,710 7.0	
	CBS TV		PRICE IS RIGHT 1 (MTWTF)(SUS-OP)		PRICE IS RIGHT 2 (MTWTF)(SUS-OP)(OP)		YOUNG AND THE RESTLESS (MTWTF)(SUS-OP)				AS THE WORLD TURNS (MTWTF)(SUS-OP)				SEARCH FOR TOMORROW (MTWTF)(OP) (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,650 5.7		5,710 7.0				5,130 6.3				5,300 6.5				5,050 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 5.5		33 6.0				26 6.1	6.2 * 6.3			26 * 6.3	24 6.2	23 * 6.2	6.8	25 * 6.7	22 6.0
K	TOTAL AUDIENCE (Households (000) & %)	{	3,990 4.9		3,500 4.3		2,200 2.7		3,260 4.0		5,380 6.6				5,130 6.3			
	NBC TV		WHEEL OF FORTUNE (MTWTF)(SUS-OP)		PASSWORD PLUS (MTWTF)(SUS-OP)		CARD SHARKS (MTWTF)(SUS-OP)		DOCTORS (MTWTF)(SUS-OP)		DAYS OF OUR LIVES (MTWTF)(SUS-OP)				ANOTHER WORLD (MTWTF)(OP)(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.3		3,020 3.7		1,790 2.2		2,690 3.3		4,080 5.0				3,750 4.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 4.3		18 4.3		9 3.6	2.3	14 3.0	3.5	19 4.8	18 * 5.0		19 * 5.1	17 4.8	17 * 4.7	16 * 4.6	16 * 4.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	18.8 20.1	19.4 21.0	19.7 21.8	20.7 23.1	22.6 24.4	24.1 25.4	24.4 25.4	25.0 26.4	26.3 27.8	26.7 26.2	26.6 27.9	26.9 28.2	26.2 27.6	26.6 28.3	26.6 28.8	27.4 29.7
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 14.6				4,970 6.1										10,510 12.9	
	ABC TV				GENERAL HOSPITAL >(-OP) (SUS-OP)			EDGE OF NIGHT (MTUWF)(OP)									ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,210 11.3				4,320 5.3										9,130 11.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	38 10.6				18 5.4		5.2								22 11.1	11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,820 9.6				3,020 3.7										10,600 13.0	
	CBS TV				GUIDING LIGHT (OP)			UP TO THE MINUTE									CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,280 7.7	7.4*			2,280 2.8										9,210 11.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 7.2	26* 7.6		8.0	26* 7.9		2.8								22 11.3	11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,990 4.9														10,600 13.0	
	NBC TV				TEXAS												NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,930 3.6	3.4*			3.8*										9,370 11.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12 3.3	12* 3.4		3.6	13* 3.9										23 11.2	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 14.6				4,730 5.8										11,570 14.2	
	ABC TV				GENERAL HOSPITAL (M&F)(S)(OP) (SUS-OP)			EDGE OF NIGHT (M&F)(S)(OP)					(S)(OP)				ABC WORLD NEWS TONIGHT (MTUWF)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,700 11.9	11.9*			4,160 5.1										9,700 11.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	39 11.8	40* 12.1		12.0	38* 11.8		17 5.2		4.9						23 11.8	12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,820 9.6				2,530 3.1										13,370 16.4	
	CBS TV				GUIDING LIGHT (OP)			UP TO THE MINUTE (MWTUHF)(OP)					(SUS-OP)				CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.4	7.3*			2,040 2.5										11,570 14.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 7.3	24* 7.4		7.6	24* 7.4		8 2.6		2.5						26 14.1	14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,730 5.8														11,570 14.2	
	NBC TV				TEXAS (MTUHF)(S)(OP) (SUS-OP)								(S)(OP) (SUS-OP)				NBC NIGHTLY NEWS (M-TH)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180 3.9	3.7*			4.1*										10,110 12.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 3.9	12* 3.7		4.0	13* 4.2										23 12.2	12.7
TV HOUSEHOLDS USING TV WK. 1		28.0	29.3	30.6	31.6	30.1	31.6	32.5	34.3	35.8	37.6	39.5	42.7	46.1	48.3	49.1	50.6
(See Def. 1) WK. 2		29.9	30.5	31.5	32.4	31.6	33.2	35.1	36.8	38.2	40.2	42.5	45.3	48.9	51.3	52.7	54.6
U.S. TV Households: 81,500,000																	

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,770 3.4		4,080 5.0		4,080 5.0		6,110 7.5		5,460 6.7		6,110 7.5		
	ABC TV					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,960 2.4		3,260 4.0		3,420 4.2		5,300 6.5		4,730 5.8		5,380 6.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 2.0	2.9	20 3.7	4.3	20 3.6	4.8	27 6.1	6.8	25 5.5	6.2	29 7.0	6.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,480 5.5		3,990 4.9		5,790 7.1		7,420 9.1		7,740 9.5		7,170 8.8		
	CBS TV					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		POPEYE/OLIVE COMEDY SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,100 3.8		3,670 4.5		4,400 5.4		6,280 7.7		6,680 8.2		5,950 7.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 3.0	4.6	24 4.5	4.6	25 5.1	5.7	32 7.5	8.0	33 8.5	7.9	29 7.6	7.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		6,110 7.5		7,580 9.3		5,790 7.1		5,790 7.1		4,810 5.9		
	NBC TV				FLINTSTONE'S COMEDY SHW 1 (SUS)	FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPACE STARS I		
	AVERAGE AUDIENCE (Households (000) & %)					1,960 2.4		4,890 6.0		6,440 7.9		4,650 5.7		4,730 5.8		3,990 4.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 1.9	2.8	34 5.3	6.7	38 8.1	7.7	24 5.9	5.4	23 5.9	5.7	20 4.9	5.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,990 4.9		4,160 5.1		5,300 6.5		7,420 9.1		6,110 7.5		7,090 8.7		
	ABC TV	(SUS-OP)				SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,850 3.5		3,340 4.1		4,480 5.5		6,110 7.5		4,970 6.1		5,950 7.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 3.1	3.9	17 4.0	4.2	25 4.9	6.1	32 7.2	7.7	29 6.0	6.2	32 7.4	7.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,260 4.0		3,990 4.9		4,560 5.6		6,680 8.2		6,680 8.2		6,680 8.2		
	CBS TV	(SUS-OP)				KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		POPEYE/OLIVE COMEDY SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,450 3.0		3,100 3.8		3,830 4.7		5,050 6.2		5,460 6.7		5,380 6.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.8	3.3	20 3.7	3.9	21 4.4	5.0	26 5.9	6.6	28 6.8	6.7	27 6.4	6.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,690 3.3		5,540 6.8		7,010 8.6		5,710 7.0		6,440 7.9		4,160 5.1		
	NBC TV	(SUS-OP)				FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPACE STARS I		
	AVERAGE AUDIENCE (Households (000) & %)					1,960 2.4		4,400 5.4		5,870 7.2		4,730 5.8		5,300 6.5		3,750 4.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 2.2	2.6	30 5.1	5.8	33 7.2	7.3	25 5.7	5.9	28 6.8	6.1	19 4.4	4.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.0	6.1	7.5	9.3	11.2	15.0	17.9	19.5	20.9	22.2	23.6	24.8	24.6	25.4	25.2	24.3
		WK. 2	8.8	10.7	11.5	12.4	13.4	16.0	18.3	20.0	21.2	23.1	23.7	24.0	24.1	23.7	24.0	24.7
U.S. TV Households: 81,500,000																		

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8		5,050 6.2		4,240 5.2	18,010 22.1									
	ABC TV		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1) (-OP)							NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.7		4,080 5.0		3,670 4.5	7,580 9.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 4.7	4.6	20 4.7	5.4	18 4.4	31 4.6	6.4	7.5* 28 *	9.2* 33 *		9.6* 33 *		9.9* 32 *	10.1* 31 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,930 8.5		5,460 6.7		6,600 8.1	5,950 7.3		5,050 6.2		3,420 4.2					
	CBS TV		BLACKSTAR (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)	TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,870 7.2		4,730 5.8		5,540 6.8	4,730 5.8		4,080 5.0		2,690 3.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 7.2	7.2	23 5.9	5.7	26 6.8	21 6.8	5.8	17 5.0	5.1	11 3.4	3.3				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,970 6.1		5,540 6.8		4,080 5.0	3,020 3.7						4,320 5.3	9,860 12.1		
	NBC TV		SPACE STARS II (OP)		SPIDER-MAN & FRIENDS (OP)		DAFFY/SPEEDY SHOW (OP)	BULLWINKLE (OP)						(2) (-OP)	NBC MAJOR LEAGUE GAME DETROIT VS MILWAUKEE ATLANTA VS CINCINNATI (OP) MULTI-SEGMENT TELECAST		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,160 5.1		4,810 5.9		3,180 3.9	2,280 2.8						3,830 4.7	4,240 5.2		4.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 5.0	5.1	24 5.6	6.2	16 3.9	10 3.0	2.6					15 4.7	15 4.4	4.4	14* 4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,850 8.4		5,050 6.2			7,250 8.9	16,790 20.6								
	ABC TV		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		ABC NEWS SP RPT 12PM (SUS)	(3) (-OP)						NCAA FOOTBALL GAME OKLAHOMA VS TEXAS MILLIKAN VS AUGUSTANA (OP) MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,790 7.1		3,830 4.7			6,190 7.6	7,090 8.7								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 7.1	7.0	18 4.8	4.6		27 7.5	28 8.6		9.4* 31 *	9.3	9.2	9.1* 30 *	7.7* 24 *	8.8* 27 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,790 7.1		5,220 6.4		5,540 6.8	6,190 7.6		6,930 8.5							
	CBS TV		BLACKSTAR (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)	TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.9		4,240 5.2		4,240 5.2	5,050 6.2		5,870 7.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.9	5.8	20 5.1	5.3	19 5.5	22 5.9	6.5	23 6.8	7.5						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,970 6.1		5,710 7.0		5,380 6.6			16,380 20.1							
	NBC TV		SPACE STARS II (OP)		SPIDER-MAN & FRIENDS (OP)		DAFFY/SPEEDY SHOW (OP)	NBC NEWS SPECIAL REPORT-7 (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.8		4,650 5.7		4,160 5.1			6,360 7.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.0	4.6	23 5.5	5.8	19 4.9	5.4		5.0* 16 *	5.4*	5.1	5.4* 18 *		8.1* 26 *	8.2* 26 *	
TV HOUSEHOLDS USING TV		WK. 1	24.1	24.6	24.3	25.6	25.5	25.9	27.3	28.2	28.4	29.0	29.8	30.9	31.2	31.3	32.2
(See Def. 1)		WK. 2	24.7	25.0	25.5	26.4	26.7	28.1	28.2	29.5	30.1	32.0	31.5	32.0	32.3	32.2	33.2
U.S. TV Households: 81,500,000																	
(1) NCAA FOOTBALL PRE GAME, ABC, MULTI-SEG. TELECAST																	
(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)																	
(3) NCAA FOOTBALL PRE GAME, ABC, (12:30-12:47PM)																	

U.S. TV Households: 81,500,000
(1) NCAA FOOTBALL PRE GAME, ABC, MULTI-SEG. TELECAST
(3) NCAA FOOTBALL PRE GAME, ABC, (12:30-12:47PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		8,640 10.6	19,800 24.3																		
	ABC TV	(1)	(2) (OP) (-OP)	NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~																			
	AVERAGE AUDIENCE (Households (000) & %)	{		7,740 9.5	8,150 10.0																		
	SHARE OF AUDIENCE %	{		28	24																		
WEEK 1	AVG. AUD. BY ¼ HR.	{		11.0	9.9	8.9	8.7	8.9	9.5	7.8	8.8	9.5	10.7	12.4	11.8	11.0	11.1	10.0					
	TOTAL AUDIENCE (Households (000) & %)	{														13,370 16.4				9,620 11.8			
	CBS TV	CBS SPORTS SATURDAY															CBS SAT. NEWS-SCHIEFFER						
	AVERAGE AUDIENCE (Households (000) & %)	{														7,910 9.7	8.3* 24	10.8* 27 *	10.0* 24 *	8,230 10.1 21			
WEEK 1	SHARE OF AUDIENCE %	{														7.6	9.0	10.4	11.2	11.5	8.5	9.6	10.5
	AVG. AUD. BY ¼ HR.	{														7.6	9.0	10.4	11.2	11.5	8.5	9.6	10.5
	TOTAL AUDIENCE (Households (000) & %)	{																	7,740 9.5			NBC NIGHTLY NEWS-SAT.	
	NBC TV	NBC MAJOR LEAGUE GAME DETROIT VS MILWAUKEE ATLANTA VS CINCINNATI MULTI-SEGMENT TELECAST~																	6,030 7.4 15 7.1	7.6			
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	{		4.7*	5.1*	5.9*	6.1*									6,030 7.4 15 7.1	7.6						
	SHARE OF AUDIENCE %	{		14 *	15 *	16 *	16 *									15 7.1	7.6						
	AVG. AUD. BY ¼ HR.	{		4.7	4.7	5.0	5.2	5.8	6.0	6.0	6.4	5.6						7.1	7.6				
	TOTAL AUDIENCE (Households (000) & %)	{														6,280 7.7	22,580 27.7						
WEEK 2	ABC TV	NCAA FOOTBALL GAME OKLAHOMA VS TEXAS(SUS-OP) MILLIKAN VS AUGUSTANA MULTI-SEGMENT TELECAST~																		AMER. LGE DIV SERIES GM 6 MILWAUKEE VS NY YANKEES			
	AVERAGE AUDIENCE (Households (000) & %)	{		8.9*	6,110 7.5	11,490 14.1	11.0*	12.9*	13.6*	15.3*	15.9*	15.7*	15.7*	16.1	16.4	15.0							
	SHARE OF AUDIENCE %	{		27 *	21	35	32 *	35 *	35 *	38 *	36 *	36 *	36 *	36 *	33 *								
	AVG. AUD. BY ¼ HR.	{		9.2	8.5	8.1	7.5	10.5	11.4	12.8	13.0	13.6	13.7	14.8	15.9	15.7	16.1	16.4	15.0				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{														9,370 11.5				9,940 12.2			
	CBS TV	CBS SPORTS SATURDAY															CBS SAT. NEWS-SCHIEFFER						
	AVERAGE AUDIENCE (Households (000) & %)	{														4,160 5.1 13 4.3	4.4* 12 *	5.4* 14 *	5.6* 14 *	8,150 10.0 20 9.7	10.4		
	SHARE OF AUDIENCE %	{														4.3	4.6	5.4	5.4	5.6	5.6	9.7	10.4
WEEK 2	AVG. AUD. BY ¼ HR.	{														4.3	4.6	5.4	5.4	5.6	5.6	9.7	10.4
	TOTAL AUDIENCE (Households (000) & %)	{														10,430 12.8				6,680 8.2			
	NBC TV	NAT'L LEAGUE-PLAYOFF-SAT MONTREAL VS PHILADELPHIA																	NBC NIGHTLY NEWS-SAT.				
	AVERAGE AUDIENCE (Households (000) & %)	{														5,220 6.4 17 6.6	6.5* 19 *	7.1* 19 *	5.6* 14 *	5,380 6.6 13 6.1	7.0		
TV HOUSEHOLDS USING TV	WK. 1	33.9	34.2	34.9	35.2	36.8	38.6	39.2	39.2	38.8	40.7	42.9	43.2	44.7	46.8	49.1	49.9						
	WK. 2	32.5	34.3	35.3	35.4	34.5	35.9	36.6	38.4	40.2	40.6	42.5	44.7	47.5	48.9	50.6	52.4						

U.S. TV Households: 81,500,000

(1) NCAA FOOTBALL GAME, VAR TEAMS & TIMES, ABC, MULTI-SEGMENT TELECAST
A-31 (2) NCAA FOOTBALL POST GAME, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. OCT. 10, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																2,530 3.1	
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:02AM)	
	AVERAGE AUDIENCE (Households (000) & %)																2,120	
	SHARE OF AUDIENCE %																2.6	
	AVG. AUD. BY ¼ HR.																12 2.4 2.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																5,950 7.3	
	CBS TV																SUNDAY MORNING	CALL TO REMEMBER (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																3,420	
	SHARE OF AUDIENCE %																4.2 3.5* 4.3*	
	AVG. AUD. BY ¼ HR.																22 21 * 23 * 3.2 3.8 4.1 4.5 5.0 4.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																2,690 3.3	
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:06AM)	
	AVERAGE AUDIENCE (Households (000) & %)																1,870	
	SHARE OF AUDIENCE %																2.3 2.1*	
	AVG. AUD. BY ¼ HR.																11 10 * 1.8 2.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																6,680 8.2	
	CBS TV																SUNDAY MORNING	FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																3,830	
	SHARE OF AUDIENCE %																4.7 4.2* 5.1*	
	AVG. AUD. BY ¼ HR.																26 25 * 28 * 3.7 4.7 5.1 5.1 5.2 4.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV WK. 1		4.2	5.3	6.6	7.9	8.9	10.8	12.6	14.4	16.3	18.0	19.2	20.2	21.3	22.7	22.5	22.6	
(See Def. 1) WK. 2		4.5	5.2	6.0	7.3	8.7	10.4	12.4	14.2	16.3	17.8	18.4	19.0	19.8	20.9	20.8	21.4	
U.S. TV Households: 81,500,000																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 4, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,690 3.3		2,040 2.5			2,930 3.6		2,280 2.8						7,660 9.4	
	ABC TV		KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)		ANIMALS, ANIMALS, (OP)			ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)				ABC SUNDAY AFTERNOON DETROIT VS MILWAUKEE (2:00-4:34PM)	BSBL
	AVERAGE AUDIENCE (Households (000) & %)	{	2,120 2.6		1,630 2.0			2,360 2.9		1,870 2.3						2,690 3.3	3.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		11 2.8		8 2.5			10 3.0	2.9	7 2.3	2.4					8 3.0	8* 3.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,910 4.8					9,780 12.0		28,530 35.0					
	CBS TV				FACE THE NATION					CBS NFL FTBL PRE						CBS NFL FTBL GM I VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,020 3.7					7,170 8.8		14,910 18.3	13.9*		17.9*	19.0*	18.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				15 3.8	3.6				30 7.9	9.8	48 12.7	43* 15.1	50* 17.5	50* 18.4	49* 18.7	47* 18.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{						2,850 3.5		4,320 5.3		14,910 18.3					
	NBC TV							MEET THE PRESS		NFL '81-NBC PRE						NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~	
	AVERAGE AUDIENCE (Households (000) & %)	{						2,360 2.9		3,340 4.1		6,280 7.7	6.4*		7.6*	7.9*	6.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							12 2.7	3.2	14 3.8	4.4	20 6.1	20* 6.7	21* 7.4	21* 8.0	21* 7.0	18* 6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,770 3.4		1,790 2.2			3,340 4.1		2,930 3.6							
	ABC TV		KIDS ARE PEOPLE TOO II (11:06-11:30AM) (OP)		ANIMALS, ANIMALS, (OP)			ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,610 3.2		1,390 1.7			2,530 3.1		2,200 2.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 3.1	3.2	7 1.6	1.8		11 3.4	2.7	9 2.9	2.6						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,180 3.9					6,440 7.9		29,010 35.6					
	CBS TV				FACE THE NATION					CBS NFL FTBL PRE						CBS NFL FTBL GM I VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,280 2.8					4,650 5.7		13,040 16.0	12.2*		15.4*	15.0*	14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				11 2.8	2.7				20 5.1	6.4	40 10.7	37* 13.7	42* 15.6	42* 15.2	38* 15.0	37* 14.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,750 4.6		5,870 7.2		23,960 29.4					
	NBC TV							MEET THE PRESS		NFL '81-NBC PRE						NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~	
	AVERAGE AUDIENCE (Households (000) & %)	{						2,770 3.4		4,480 5.5		11,170 13.7	11.6*		13.8*	13.7*	13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							14 3.0	3.9	19 4.9	6.1	35 10.6	35* 12.5	38* 13.3	38* 14.3	35* 13.8	33* 13.0
TV HOUSEHOLDS USING TV WK. 1		23.7	23.8	23.4	24.2	26.4	28.5	30.5	31.9	34.0	35.1	36.4	37.8	39.1	40.7	40.9	40.4
(See Def. 1) WK. 2		22.8	23.3	24.4	25.2	27.2	28.5	30.5	32.4	34.3	36.4	37.4	38.3	39.0	39.8	40.1	40.9
U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.

DAY SUN. OCT. 11, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 4, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)																6,850 8.4
	ABC TV	ABC SUNDAY AFTERNOON BSBL DETROIT VS MILWAUKEE (2:00-4:34PM)															ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		3.1*		3.2*		4.0*										5,950 7.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.4	2.9	3.1	3.3	3.6	4.4	4.2									15 7.2 7.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)																8,560 10.5
	CBS TV	CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)		19.0*			9,940				3,020							7,170
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18.4	19.5	20.0		11.4	11.4			4.5	3.8	3.3	3.2				8.8 18 8.4 9.1
W E K 1	TOTAL AUDIENCE (Households (000) & %)																8,560 10.5
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)		7.9*		1,870	14,100											7,170
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.5	8.3	9.3	2.3	2.7	9.2	13.5	14.5	18.5	19.6	19.5	19.7	19.5	18.6	18.3	8.8 18 8.4 9.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)																8,560 10.5
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																4,480 5.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																11 5.4 5.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)																8,560 10.5
	CBS TV	CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)		16.8*		11,650												7,170
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16.0	17.5	17.9	18.0	<<	<<	11.6	12.9	13.3	14.5	13.1	13.4	13.5	13.7	14.2	8.8 18 8.4 9.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)																8,560 10.5
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)		14.1*		10,110												7,170
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14.1	14.2	14.0	14.7	1.7	7.3	9.8	10.3	10.2	11.1	12.8	12.9	13.5	13.4	13.9	8.8 18 8.4 9.1
TV HOUSEHOLDS USING TV		WK. 1	40.5	41.1	42.3	42.9	43.2	41.3	40.8	41.6	42.1	42.7	44.5	46.6	48.9	50.4	51.8
(See Def. 1)		WK. 2	41.2	42.2	42.8	44.4	45.9	46.4	46.3	46.3	47.0	47.4	48.3	50.4	52.4	53.8	54.0

U.S. TV Households: 81,500,000

(1) NFL FOOTBALL POST-NBC, NBC, (3:48-4:00PM)

For explanation of symbols, See page A.

DAY SUN. OCT. 11, 1981

OTHER PROGRAMS

[illegible]

NOTES

EVENING THURSDAY														
ABC ABC SPECIAL REPORT-THU(SUS)	2	7.18- 7.24PM	7.15											
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.58- 9.59PM	9.45											
EVENING FRIDAY														
ABC AMER. LGE DIV SERIES GM 5(S)	2	8.00-11 01PM	-GRID 11.00							20,700	25.4	10,680	13.1	22
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.53- 9.54PM	9.45											10.0
NBC FILL:UNITED WAY APPEAL(SUS)	1	10.55-11.00PM	10.45											
EVENING SATURDAY														
ABC ABC SPORTS UPDATE-SAT	1	8.58- 9.00PM	8.45	12,550	15.4	12,310	15.1	26	15.1					
	2	8.58- 8.59PM	8.45											
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,510	16.7	13,610	16.7	30	16.7	21,270	26.1	21,270	26.1	44
ABC ABC NEWS SP RPT 5AM(SUS)	2	5.00- 6.00AM	5.00							18,580	22.8	18,580	22.8	38
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	12,800	15.7	12,230	15.0	26	15.0					
NBC NBC NEWS UPDATE-SAT.	2	8.12- 8.13PM	8.00							11,740	14.4	11,250	13.8	23
NBC NAT'L LEAGUE-PLAYOFF-SAT(S)	2	8.15-10.35PM	-GRID 10.30							7,250	8.9	7,250	8.9	16
										17,360	21.3	10,350	12.7	22
NBC NBC NEWS UPDATE-SAT.	1	8.58- 8.59PM	8.45	9,620	11.9	9,620	11.8	20	11.3					11.2
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.49- 9.50PM	9.45											
EVENING SUNDAY														
ABC AMER. LGE DIV SERIES GM 7(S)	2	7.00-10.08PM	-GRID 10.00							27,950	34.3	13,770	16.9	27
														16.3

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING SUNDAY-CONT'D																	
ABC ABC SPORTS UPDATE-SUN	1	7.57- 7.59PM	7.45	10,270	12.6	9,540	11.7	20	11.7		13,610	16.7	13,610	16.7	26	16.7	
	2	8.31- 8.32PM	8.30														
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	12,140	14.9	12,140	14.9	23	14.9								
ABC ABC NEWS CLOSEUP(S)	2	10.08-11.08PM	+GRID 11.00								12,880	15.8	7,250	8.9	15	9.1	
ABC ABC NEWSBRIEF-SUN.	2	10.05-10.07PM	10.00								12,230	15.0	11,740	14.4	21	14.4	
CBS CBS NFL FTBL GM 2	2	4.00- 6.50PM	+GRID 7.15								25,670	31.5	11,650	14.3	30	16.7	
													17.2*	33*			
CBS 60 MINUTES	2	7.22- 8.22PM	+GRID 8.15								27,060	33.2	19,720	24.2	40	24.4	
													25.6*	40*			
CBS ARCHIE BUNKER'S PLACE	2	8.22- 8.52PM	+GRID 8.45								17,850	21.9	16,220	19.9	30	20.2	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,080	18.5	15,080	18.5	29	18.5								
CBS ONE DAY AT A TIME	2	8.52- 9.22PM	+GRID 9.15								21,520	26.4	18,170	22.3	33	23.7	
CBS ALICE	2	9.22- 9.52PM	+GRID 9.45								20,700	25.4	18,500	22.7	33	23.6	
CBS NEWSBREAK-SUN.	2	9.21- 9.22PM	9.15								16,540	20.3	16,540	20.3	30	20.3	
CBS JEFFERSONS	2	9.52-10.22PM	+GRID 10.15								23,150	28.4	20,130	24.7	37	26.7	
CBS TRAPPER JOHN, M.D.	2	10.22-11.22PM	+GRID 11.15								24,940	30.6	20,210	24.8	44	23.2	
													24.9*	47*			
NBC NAT'L LEAGUE PLAYOFF-SUN(S)	2	4.00- 6.53PM	+GRID 7.15								24,370	29.9	10,110	12.4	26	11.5	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	10,270	12.6	10,270	12.6	20	12.6		14,020	17.2	14,020	17.2	26	17.2	
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.52- 9.53PM	9.45														
NBC NBC NEWS UPDATE-2-SUN.	1	9.51- 9.52PM	9.45	12,140	14.9	12,140	14.9	23	14.9								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.15								13,770	16.9	13,770	16.9	27	10.9	M-F
	1	>	8.45	15,240	18.7	14,830	18.2	30	18.0	M-F						21.5	MON.
			9.45						15.4	THU.						20.7	TU&TH
			10.00						23.4	TUE.							
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	6,360	7.8	5,050	6.2	18	7.0	TU-F	7,500	9.2	6,520	8.0	23	8.8	TU-F
			11.45						5.5	TU-F						7.5	TU-F
			12.00													7.1	FRI.
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.43AM	12.00								7,660	9.4	6,030	7.4	31	8.7	TUE.
			12.15											8.0*	31*	7.3	TUE.
			12.30													5.9	TUE.
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.00-12.15AM	12.00								4,810	5.9	4,320	5.3	19	5.3	WED.
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	4,400	5.4	2,770	3.4	17	3.6	TUE.							
			12.15						3.6*	16*							
			12.30						3.4	TUE.							
			12.45						3.2	TUE.							
CONT'D																	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D			1.00							3.0	TUE.								
ABC FANTASY ISLAND-12.00-CONT'D			12.00	5,870	7.2	3,020	3.7	15	4.1	FRI.									
ABC FRIDAYS	1	12.00- 1.29AM	12.15				4.1*	14*	4.0	FRI.									
			12.30						3.9	FRI.									
			12.45				3.6*	15*	3.4	FRI.									
			1.00						3.3	FRI.									
			1.15				3.3*	17*	3.3	FRI.									
ABC FRIDAYS-PART 1	2	12.03- 1.15AM	12.00									8,150	10.0	4,650	5.7	21	6.8	FRI.	
			12.15												6.7*	21*	6.6	FRI.	
			12.30														5.9	FRI.	
			12.45												5.5*	21*	5.2	FRI.	
			1.00														4.3	FRI.	
ABC LOVE BOAT-12.00	1	12.00- 1.09AM	12.00	3,750	4.6	2,770	3.4	16	3.6	WED.									
			12.15				3.6*	15*	3.5	WED.									
			12.30						3.5	WED.									
			12.45				3.5*	18*	3.4	WED.									
			1.00						2.9	WED.									
ABC VEGA\$-12.00		12.00- 1.09AM	12.00	4,160	5.1	2,360	2.9	14	3.2	THU.		5,220	6.4	3,500	4.3	21	4.8	THU.	
			12.15				3.3*	14*	3.3	THU.					4.6*	19*	4.5	THU.	
			12.30						3.0	THU.							4.1	THU.	
			12.45																
			1.00																
ABC LOVE BOAT-12.00	2	12.15- 1.24AM	12.15					2.8* 15*	2.7	THU.					4.1* 23*	4.0	THU.		
			12.30						2.2	THU.		4,080	5.0	2,770	3.4	18	3.6	THU.	
			12.45														3.3	WED.	
			1.00												3.5* 19*	3.3	WED.		
			1.15														3.6	WED.	
ABC ABC NEWS:NIGHTLINE-MON		12.43- 1.13AM	12.30	3,500	4.3	2,770	3.4	18	4.5	MON.		4,240	5.2	3,670	4.5	23	3.4	WED.	
			12.45						3.6	MON.							3.4	WED.	
			1.00						2.9	MON.					3.4* 23*	5.3	MON.		
ABC FANTASY ISLAND-12.00	2	12.43- 1.51AM	12.30									2,850	3.5	1,790	2.2	17	4.6	MON.	
			12.45														4.2	MON.	
			1.00														3.6	TUE.	
			1.15												2.1* 16*	2.7	TUE.		
			1.30													2.3	TUE.		
			1.45												1.9* 18*	2.0	TUE.		
ABC FRIDAYS-PART 2	2	1.15- 1.24AM	1.15												1.9* 18*	1.9	TUE.		
	2	1.24- 1.33AM (SUS)	8.45									4,080	5.0	3,670	4.5	22	1.8	TUE.	
CBS NEWSBREAK-M-F		>	11.30	11,250	13.8	11,250	13.8	22	13.8	M-F		13,940	17.1	13,040	16.0	25	4.5	FRI.	
CBS CBS NEWS SPEC. RPT. THU(S)	2	11.30-12.00MD	11.30									5,710	7.0	4,560	5.6	16	16.8	M-F	
			11.45														6.0	THU.	
CBS CBS NEWS SPEC. RPT.11.30P(S)	2	11.30-12.05AM	11.30									6,520	8.0	4,730	5.8	15	5.1	THU.	
			11.45												5.9*	15*	6.7	MON.	
			12.00														5.2	MON.	
CBS CBS NEWS SPEC.RPT.11.30P(S)	1	11.30-12.07AM	11.30	5,870	7.2	4,400	5.4	17	6.2	WED.							4.9	MON.	
			11.45				5.6*	17*	4.9	WED.									
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS SPEC.RPT.11.30P(S)-CONT'D																			
CBS LATE MOVIE I		>	12.00						4.6	WED.									
			11.30	7,010	8.6	4,480	5.5	20	6.8	M-F	7,420	9.1	4,730	5.8	21	7.9	M-F		
			11.45					20*	6.6	MTUTHF				7.6*	21*	7.3	TUWF		
			12.00						5.5	M-F						5.6	M-F		
			12.15					21*	5.1	M-F					20*	5.2	M-F		
			12.30						4.9	M-F						5.1	M-F		
			12.45					20*	3.3	M-F					25*	4.9	M-F		
			1.00						2.8	WED.						4.6	M & TH		
			1.15													4.2	M & TH		
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	3,670	4.5	2,930	3.6	23	4.1	M-F	3,670	4.5	3,020	3.7	24	4.7	M-F		
			12.45					24*	4.3	MTUTHF					24*	4.3	TUWF		
			1.00						3.8	M-F						3.6	M-F		
			1.15					25*	3.4	M-F					21*	3.4	M-F		
			1.30						1.9	WED.						3.1	M & TH		
			1.45					18*	1.8	WED.					30*	3.0	M & TH		
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS SPEC. RPT. 5AM(SUS)	2	5.00- 6.00AM	5.00														FRI.		
NBC NBC NEWS UPDATE-M-F	2	>	8.00														MWTHF		
NBC NBC NEWS UPDATE-2-M-F	1	>	8.45	10,110	12.4	10,110	12.4	20	12.4	M-F						15.6	MWF		
NBC NBC NEWS SPECIAL REPORT-4(SUS)	1	>	9.45	9,780	12.0	9,780	12.0	19	12.0	MWF									
NBC TONIGHT SHOW	2	11.30-12.00MD	11.30														TUE.		
		11.30-12.30AM	11.30	9,130	11.2	5,380	6.6	22	8.1	M-F	9,210	11.3	5,380	6.6	20	7.6	MWTHF		
			11.45					22*	6.9	M-F					20*	7.0	MWTHF		
			12.00						6.2	M-F						6.5	MWTHF		
			12.15					22*	5.2	M-F						5.3	MWTHF		
NBC TOMORROW COAST TO COAST-1	2	>	12.00																
			12.15														2.9		
			12.30														2.3		
			12.45														2.8		
NBC SCTV NETWORK/90	1	12.30- 1.58AM	12.30	4,560	5.6	2,280	2.8	14	3.8	FRI.							2.1		
	2	12.30- 2.00AM	12.30								4,480	5.5	2,280	2.8	13	3.8	FRI.		
			12.45					15*	3.3	FRI.					14*	3.3	FRI.		
			1.00						2.9	FRI.						3.0	FRI.		
			1.15					15*	2.7	FRI.					13*	2.4	FRI.		
			1.30						2.2	FRI.						2.3	FRI.		
			1.45					14*	2.0	FRI.						2.0	FRI.		
NBC TOMORROW COAST TO COAST-1	1	12.30- 1.00AM	12.30	2,770	3.4	2,280	2.8	15	3.0	M-TH					13*	2.1	M-TH		
			12.45						2.5	M-TH									
NBC TOMORROW COAST TO COAST-2	2	>	12.30																
			12.45																
	1	>	1.00	2,040	2.5	1,470	1.8	14	2.1	M-TH	1,790	2.2	1,140	1.4	10	2.1	M-TH		
			1.15					15*	1.8	M-TH					10*	1.5	TUE.		
			1.30						1.6	M-TH					11*	1.6	M-TH		
			1.45						1.1	M-TH						1.3	M-TH		
	2	VARIOUS TIMES	(SUS)													1.0	MWTH		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																	FRI.			
NBC NBC NEWS SPECIAL REPORT-5(SUS)				2	5.00- 6.00AM	5.00														
DAY MONDAY-FRIDAY																		TUE.		
ABC ABC SPECIAL REPORT 7.25AM(SUS)				2	7.25- 7.26AM	7.15												TUE.		
ABC GOOD MORN,AMER.TUE-730(B)				2	7.30- 8.00AM	7.30 7.45						2,450	3.0	1,870	2.3	21	2.2 2.4	TUE. TUE.		
ABC ABC SPECIAL REPORT 8.17AM(SUS)				2	8.17- 8.20AM	8.15												TUE.		
ABC GOOD MORN,AMER.TUE-830(B)				2	8.30- 9.00AM	8.30 8.45						4,890	6.0	3,910	4.8	27	4.7 5.0	TUE. TUE.		
ABC GOOD MORNING, AMERICA-930(S)				2	9.30-10.00AM	9.30 9.45						4,080	5.0	3,500	4.3	23	4.3 4.2	TUE. TUE.		
ABC ABC SPECIAL REPORT-TUE(SUS)				2	10.13- 3.00PM	10.00												TUE.		
ABC ABC SPECIAL REPORT-WED(SUS)				2	11.33-12.16PM	11.30												WED.		
ABC FYI-12.58(SUS)					12.58-12.59PM	12.45												M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F				1	1.57- 1.59PM	1.45	7,580	9.3	7,250	8.9	33	8.9	M-F	7,740	9.5	7,500	9.2	34	9.3	MWTHF
				2	>	1.45														
ABC ABC SPECIAL REPORT(SUS)				1	2.00- 2.14PM	2.00													FRI.	
ABC ONE LIFE TO LIVE				1	>	+GRID	9,290	11.4	7,500	9.2	34		M-F						M-F	
						2.15			9.0*	33*	9.0	MTUWF								
						2.30			9.1		9.1	M-F								
						2.45			9.3*	34*	9.4	M-F								
						3.00			9.5		9.5	THU.								
						3.15			9.5*	35*	9.5	THU.								
ABC REAGAN PRESS CONF.-ABC(SUS)				1	2.00- 2.39PM	2.00														
ABC FYI-2.58(SUS)					2.58- 2.59PM	2.45														M-F
ABC AMER. LGE DIV SERIES GM 1(S)				2	3.00- 6.00PM	3.00							16,950	20.6	7,090	8.7	24	8.2	TUE.	
						3.15										7.8*	25*	7.5	TUE.	
						3.30												7.7	TUE.	
						3.45										8.0*	25*	8.2	TUE.	
						4.00												8.4	TUE.	
						4.15										8.6*	25*	8.7	TUE.	
						4.30												8.9	TUE.	
						4.45										8.9*	23*	8.8	TUE.	
						5.00												9.1	TUE.	
						5.15										9.2*	23*	9.2	TUE.	
						5.30												9.9	TUE.	
						5.45										9.8*	22*	9.6	TUE.	
ABC AMER. LGE DIV SERIES GM 4(S)				2	3.00- 6.00PM	3.00							18,750	23.0	8,640	10.6	31	9.1	THU.	
						3.15										9.4*	32*	9.8	THU.	
						3.30												9.5	THU.	
						3.45										9.7*	32*	9.9	THU.	
						4.00												10.2	THU.	
						4.15										10.2*	33*	10.2	THU.	
						4.30												10.2	THU.	
						4.45										10.4*	31*	10.6	THU.	
						5.00												11.9	THU.	
CONT'D																				

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
ABC AMER. LGE DIV SERIES GM 4(S)-CONT'D																	
			5.15											12.2* 33*	12.4	THU.	
			5.30											12.8	12.8	THU.	
			5.45											11.5* 28*	10.2	THU.	
ABC GENERAL HOSPITAL	1	>	4-GRID	11,900	14.6	9,210	11.3	38		M-F							
			3.15						11.0	MTUWF							
			3.30						11.5	M-F							
			3.45						11.5*	38*							
			4.00						11.5	M-F							
			4.15						12.6	THU.							
									12.7	THU.							
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F						M-F	
ABC AMER. LGE DIV SERIES GM 2(S)	2	4.00- 7.03PM	4.00								19,400	23.8	7,170	8.8	21	6.3	WED.
			4.15											5.7*	17*	5.2	WED.
			4.30													5.1	WED.
			4.45											5.9*	17*	6.7	WED.
			5.00													8.3	WED.
			5.15											8.7*	23*	9.1	WED.
			5.30											10.0*	24*	9.4	WED.
			5.45													10.6	WED.
			6.00													10.9	WED.
			6.15											10.6*	22*	10.3	WED.
			6.30														
			6.45														
			7.00											11.5* 22*	10.8	WED.	
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30												11.7	WED.	
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MORNING-KURALT & SAWYER	2	>	7.00							M-F							M-F
			7.15								4,080	5.0	1,710	2.1	12	1.3	M-F
			7.30											1.5*	10*	1.7	WED.
			7.45													2.0	M-F
			8.00											2.1*	12*	2.3	M-F
			8.15													2.3	M-F
			8.30											2.2*	12*	2.1	M-F
			8.45													1.9	M-F
CBS CBS NEWS SPEC. RPT. 9.25A(SUS)	2	9.25- 2.40PM	9.15											2.0*	10*	2.1	M-F
CBS CBS NEWS SPEC. RPT.11.30A(SUS)	2	11.30-11.33AM	11.30														TUE.
CBS CBS NEWS SPEC. RPT.11.33A(SUS)	2	11.33-12.14PM	11.30														WED.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45														WED.
CBS AS THE WORLD TURNS	1	>	4-GRID	4,650	5.7	4,560	5.6	28	5.6	M-F	4,970	6.1	4,890	6.0	28	6.0	MTHF
			2.30	7,250	8.9	5,380	6.6	25		M-F							
			2.45						5.9	THU.							
CBS CBS NEWS SPEC. RPT. 2PM(SUS)	1	2.00- 2.14PM	2.00						6.3	THU.							
CBS REAGAN PRESS CONF.-CBS(SUS)	1	2.00- 2.38PM	2.00							FRI.							
CBS SEARCH FOR TOMORROW(B)	2	2.40- 2.49PM	2.30							THU.							
			2.45								4,480	5.5	3,910	4.8	15	4.8	TUE.
CBS CBS NEWS SPEC. RPT. 2.49P(SUS)	2	2.49- 3.00PM	2.45													4.8	TUE.

WEEK 2

A-51 U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
NBC NAT'L LEAGUE-PLAYOFF-FRI(S)	2	4.00- 7.00PM	4.00								18,260	22.4	8,150	10.0	26	6.4	FRI.
			4.15											6.9*	22*	7.4	FRI.
			4.30												8.5	FRI.	
			4.45											8.6*	25*	8.8	FRI.
			5.00												9.4	FRI.	
			5.15											9.9*	29*	10.3	FRI.
			5.30												10.7	FRI.	
			5.45											11.1*	29*	11.4	FRI.
			6.00												12.0	FRI.	
			6.15											12.1*	27*	12.2	FRI.
			6.30												12.4	FRI.	
			6.45											11.6*	24*	10.8	FRI.
NBC BASEBALL FILL(SUS)	2	4.51- 5.00PM	4.45														WED.
DAY SATURDAY																	
ABC ABC NEWS SP RPT 6AM(SUS)	2	6.00- 8.00AM	6.00														
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,610	3.2	2,360	2.9	17	2.9		3,500	4.3	3,100	3.8	20	3.8	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	5,460	6.7	4,650	5.7	25	5.7		5,710	7.0	5,050	6.2	27	6.2	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,670	4.5	3,420	4.2	17	4.2		5,710	7.0	5,300	6.5	27	6.5	
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	4,810	5.9	4,240	5.2	20	5.2		4,080	5.0	3,500	4.3	16	4.3	
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.23PM	-GRID 12.15	4,240	5.2	3,670	4.5	18	4.1								
ABC NCAA FOOTBALL GAME	1	12.24- 3.23PM	-GRID 3.15 3.30	18,010	22.1	7,580	9.3	31	10.6								
							11.2*	33*	<<								
ABC NCAA FOOTBALL PRE GAME	2	12.30-12.47PM	-GRID 12.45								7,250	8.9	6,190	7.6	27		
ABC NCAA FOOTBALL POST GAME	1	3.22- 3.43PM	-GRID 3.30	8,640	10.6	7,740	9.5	28	9.4							8.5	
ABC NCAA FOOTBALL GAME FILL(SUS)	2	3.40- 3.45PM	3.30														
ABC NCAA FOOTBALL POST 2	1	6.48- 7.00PM	6.45	7,170	8.8	7,090	8.7	19	8.7								
CBS CBS NEWS SPEC. RPT. 6AM(SUS)	2	6.00- 7.42AM	6.00														
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,990	4.9	3,750	4.6	31	4.6		2,770	3.4	2,530	3.1	19	3.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,910	4.8	3,420	4.2	21	4.2		3,340	4.1	3,100	3.8	19	3.8	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,300	6.5	4,810	5.9	27	5.9		4,560	5.6	4,240	5.2	23	5.2	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	6,520	8.0	6,440	7.9	32	7.9		5,710	7.0	5,460	6.7	28	6.7	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,110	7.5	5,460	6.7	28	6.7		6,280	7.7	5,710	7.0	28	7.0	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,190	7.6	5,460	6.7	27	6.7		4,970	6.1	4,400	5.4	22	5.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,890	6.0	4,560	5.6	22	5.6		4,970	6.1	4,650	5.7	22	5.7	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,790	7.1	5,300	6.5	25	6.5		4,890	6.0	4,400	5.4	19	5.4	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,810	5.9	4,400	5.4	19	5.4		5,380	6.6	4,970	6.1	21	6.1	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,080	5.0	3,590	4.4	15	4.4		6,190	7.6	5,950	7.3	23	7.3	

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
NBC NBC NEWS SPECIAL REPORT-6(SUS)	2	6.00- 7.43AM	6.00														
NBC FLINTSTONE'S COMEDY SHW 1(SUS)	2	7.43- 8.00AM	7.30														
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,020	3.7	2,770	3.4	25	3.4		2,610	3.2	2,530	3.1	22	3.1	
NBC ASK NBC NEWS-09:28AM		9.28- 9.30AM	9.15	5,790	7.1	5,460	6.7	31	6.7		5,220	6.4	5,130	6.3	28	6.3	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,730	5.8	4,560	5.6	22	5.6		3,990	4.9	3,910	4.8	21	4.8	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,650	5.7	4,560	5.6	23	5.6		3,910	4.8	3,750	4.6	19	4.6	
NBC ASK NBC NEWS 12:28PM		12.28-12.30PM	12.15	3,100	3.8	3,020	3.7	15	3.7		3,670	4.5	3,590	4.4	16	4.4	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.19PM	→GRID 2.15	4,320	5.3	3,830	4.7	15	4.7								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.02AM	→GRID	2,530	3.1	2,120	2.6	12			2,690	3.3	1,870	2.3	11		
	2	10.30-11.06AM	→GRID 11.00						2.9							2.8	
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	2,200	2.7	1,790	2.2	9	2.2		2,610	3.2	2,530	3.1	13	3.1	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								2,120	2.6	1,870	2.3	9	2.3	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM 1	1	1.00- 4.11PM	→GRID	28,530	35.0	14,910	18.3	48			29,010	35.6	13,040	16.0	40		
	2	1.00- 4.19PM	→GRID 3.45 4.00 4.15				20.1*	48*	20.5 18.0 3.4							15.9 15.2	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.06PM	→GRID	14,910	18.3	6,280	7.7	20			23,960	29.4	11,170	13.7	35		
	2	1.00- 4.15PM	→GRID 3.45 4.00 4.15				9.2*	22*	9.1 6.7 3.5							12.5 9.6	